

# The Role of Social Media Exposure Frequency, Sustainability Valuation and Entrepreneurship Intention on Entrepreneurship Sustainability of Undergraduate Students

Paulus Israwan Setyoko<sup>1</sup>, Denok Kurniasih<sup>2</sup>  
<sup>1,2</sup>Universitas Jenderal Soedirman Purwokerto  
Email : [paulus.setyoko@unsoed.ac.id](mailto:paulus.setyoko@unsoed.ac.id)

**Abstract** - This study aims to analyze the relationship between student assessments of sustainability, frequency of social media exposure, and student motivation for entrepreneurship to assessment of sustainability in entrepreneurship. This study uses a quantitative approach and The sample that is taken for this research is a total of at least 650 undergraduate students. Online Questionnaires were created and distributed using Google Forms which were distributed online through social media. This study uses a five-scale Likert scale using a measurement of 'agree' or 'disagree' using a five-scale Likert scale. This research is a quantitative research using the SmartPLS 3.0 program. Structural equation modelling (SEM) is used to analyze the correlation or interrelationships between the variables being studied. The results showed that the assessment of sustainability, the frequency of exposure to social media, and the drive for entrepreneurship did have an effect on the assessment of student sustainability in entrepreneurship.

Keywords: undergraduate student, sustainability, entrepreneurship, social media exposure frequency, valuation of sustainability, entrepreneurship intention.

## Introduction

Social media is an online media that is used by someone where users are able to contribute, communicate, exchange and write blogs, social networks, communities and cyberspace without any limitations of space and time. For example: Facebook, Instagram, Twitter, WhatsApp and so on. With this, it can be used as a preference for the government to formulate policies that can support business progress. So that students and business people began to be interested and interested in using technology in their business. Social media makes it easy to get information that can be used to see a successful entrepreneur who can be a role model for entrepreneurship

According to Kokkranikal et al. (2002) The growing exposure of social media amongst 97% of the young generation has a large effect of affecting the behavior of the consumers towards how they perceive their day-to-day lifestyle . This study focuses on determining the relationship between the perception of entrepreneurship and the current sustainable development which could be helpful for further studies in universities regarding

sustainable entrepreneurship programs and addressing the knowledge gap in regards of the topic.

Entrepreneurial orientation has a direct positive effect on sales growth in small companies. The interaction of entrepreneurial orientation and commitment to goals also significantly affects performance. Commitment to goals can benefit higher firm performance in entrepreneurial orientation more than lower firm performance in entrepreneurial orientation can benefit. In fact, commitment to goals does not appear to have an effect on overall performance, or on the performance of firms with low entrepreneurial orientation. The role of innovation in EO and firm performance shows that organizational culture enables human resource management practices to be integrated with the market. Information about underserved and underserved markets drives companies to develop product and process innovations which are generally accomplished by dynamically reconfiguring capabilities on technology platforms. Newer product/service capabilities are developed by updating technology-based platforms to serve current unmet market needs or to cater for new markets. Innovative has many definitions in the literature, one of which defines that Innovative is an adoption of new ideas or habits, which involve all dimensions of organizational activities, such as new and innovative products or services. Innovation can also be in the form of an administrative system with a new model that is different from the old one, an efficient production process technology or a new company program. One of the variables of entrepreneurial orientation that we can observe is the innovative capability which is basically a strength and ability to help companies overcome learning capabilities and cope with continuous renewal.

Social media is internet-based media where users can use it to interact, exchange information and create something that grows so that it can have an impact on society. Social media is an online media that has facilities that can be used to get information, create something and communicate quickly and without any restrictions. Utilization of social media is an individual activity or activity through tools that are used and utilized to share news, establish cooperation, interact with each other with social media. The findings could be used in order to understand the relationship between the sustainability valuation, social media usage frequency, the drive for entrepreneurship amongst students, and their valuation of sustainability in entrepreneurship. The findings could also help society to understand the future of sustainability in entrepreneurship regarding the effect of students' exposure to social media on their education. Finally, the findings could help future studies to understand and develop further the concept and other information of sustainability in entrepreneurship regarding its growth, changes, and perceptions amongst people who are interested in both entrepreneurship and sustainable lifestyle. The scope of this research focus on the association of social media usage amongst students and how students value sustainability in entrepreneurship.

**Method**

This study uses quantitative approach to answer the research questions. The research subject in this research is the undergraduate university students who are actively using social media on a day-to-day basis. The subjects being chosen are currently or studying business majoring and at the least have some interest in the entrepreneurship role. The sample that is taken for this research is a total of at least 650 undergraduate students. The questionnaire is created and distributed using Google Forms. This study uses Likert scale which is often used in research in order to determine the attitude of the respondents either using primary. It uses the measurement of ‘agree’ or ‘disagree’ using five scale Likert scale. This study is implementing a quantitative study using SmartPLS program to assess the PLS-SEM. It is used to analyze the correlation or reciprocal relationship between variables that are being studied. This method makes it possible for researchers to construct a complex model with several constructs and indicators without false assumption regarding the distribution of the data. The PLS-SEM model uses two elements which are structural model and measurement model

H1: The sustainability valuation has an effect on students’ valuation of sustainability in entrepreneurship.

H2: Social media exposure frequency has an effect on students’ valuation of sustainability in entrepreneurship.

H3: Students’ drive for entrepreneurship has an effect on their valuation of sustainability in entrepreneurship.

**Result and Discussion**

This research includes 3 hypotheses which the following are the result of the hypotheses testing:

Table 11. Path Coefficient

	T-statistics	P-values	Hypotheses Results	Analysis Results
DE -> SE	7.054	0.001	Has a positive effect and significant influence	H0: Rejected H1: Accepted
SMEF -> SE	6.876	0.002	Has a positive effect and significant influence	H0: Rejected H2: Accepted
SV -> SE	5.454	0.002	Has a positive effect and significant influence	H0: Rejected H3: Accepted

H1: The *sustainability valuation* has an effect on students' valuation of *sustainability in entrepreneurship*.

Hypothesis 1 (H1) has a value of 7.054 for the t-statistics which is higher than the t-table value. This means that the valuation of sustainability does have a significant effect on students' valuation of sustainability in entrepreneurship.

H2: *Social media exposure frequency* has an effect on students' valuation of *sustainability in entrepreneurship*.

Hypothesis 2 (H2) has a value of 6.876 for the t-statistics which is higher than the t-table value. This means that social media exposure frequency does have a significant effect on students' valuation of sustainability in entrepreneurship.

H3: Students' *drive for entrepreneurship* has an effect on their valuation of *sustainability in entrepreneurship*.

Hypothesis 3 (H3) has a value of 5.454 for the t-statistics which is higher than the t-table value. This means that students' drive for entrepreneurship does have a significant effect on their valuation of sustainability in entrepreneurship.

## Discussion

### **Sustainability Valuation and Sustainability in Entrepreneurship**

According to Aquino et al. (2018);Faisal et al. (2021) the valuation of sustainability which can take form in people's knowledge and recognition towards sustainability does have a positive impact towards their valuation in sustainability when it comes to running their business as an entrepreneur. The individuals with valuation of sustainability does have the tendency to create more sustainability-driven entrepreneurship. In another previous studies, According to Kietzmann et al. (2011);Kokkranikal et al. (2002) students' awareness and concern towards the environment does have a positive effect towards their behavior With similar results from this research compared to the previous research as mentioned, sustainability valuation has a positive effect towards sustainability in entrepreneurship. As shown in the path coefficient table above regarding the t-statistic value and the p-value, it shows that the relationship between sustainability valuation and sustainability in entrepreneurship has a positive effect and significant influence result. This confirms that the degree of students' valuation of sustainability does have a positive impact towards their valuation of sustainability in entrepreneurship, hence why H1 is accepted.

### **Social Media Exposure Frequency and Sustainability in Entrepreneurship**

According to Kamaludin et al. (2021);Kietzmann et al. (2011);Kokkranikal et al. (2002) their research shows that the more students use social media and being exposed to it, they tend to have a higher valuation towards sustainability in entrepreneurship. According to Méndez et al. (2021); Sibarani et al. (2022);Verdugo et al. (2018);Zhu et al. (2005) With the chosen social media platform in the research, those platforms do become a relevant source of gaining information for students regarding sustainability in entrepreneurship. According to Aquino et al. (2018) the topic of sustainability in entrepreneurship in social media platforms does have a positive effect. This research was compared to the previous research Schaltegger (2011). Sibarani et al. (2022);Verdugo et al. (2018);Zhu et al. (2005) which concluded a

similar result that social media exposure frequency has a positive effect towards sustainability in entrepreneurship. As shown in the path coefficient table above regarding the t-statistic value and the p-value, it shows that the relationship between social media exposure frequency and sustainability in entrepreneurship has a positive effect and significant influence result. With the result from the descriptive statistics of the variable, as Instagram having the highest amount of exposure, this confirms that the frequency of social media platform exposure amongst business students, in this case Instagram, does have a positive impact towards their valuation of sustainability in entrepreneurship, hence why H2 is accepted.

### **Drive for Entrepreneurship and Sustainability in Entrepreneurship**

According Kamaludin et al. (2021); Kietzmann et al. (2011); Kokkranikal et al. (2002) an individuals' motivation or attitude towards entrepreneurship does have a positive effect towards their valuation of running a sustainable entrepreneurship. The result of the mentioned research resulted in individuals' motives to run a business does inspire them to build a more sustainable business as an entrepreneur. According to Verdugo et al. (2018); Zhu et al. (2005) Compared to the previous research as mentioned, this research resulted similarly which indicates that drive for entrepreneurship has a positive effect towards sustainability in entrepreneurship. As shown in the path coefficient table above regarding the t-statistic value and the p-value, it shows that the relationship between drive for entrepreneurship and sustainability in entrepreneurship has a positive effect and significant influence result. This confirms that the drive of entrepreneurship amongst business students, in this case social welfare, does have a positive impact towards their valuation of sustainability in entrepreneurship, hence why H3 is accepted.

### **Conclusion**

The result from this research provides a few factual implications and recommendations from each independent variables that could be useful for future researches regarding sustainability in entrepreneurship. The social media exposure frequency has the highest value of significance towards affecting sustainability in entrepreneurship. The undergraduate business students use social media platform, in this case Instagram, YouTube, and WhatsApp, ranges from two to three times a week until several times a day. Followed up by the result that amongst the three mentioned social media platforms, Instagram has the highest frequency of usage. Concluding with all the results, social media exposure frequency resulted in having a positive effect towards students' valuation of sustainability in entrepreneurship. Secondly, sustainability valuation amongst undergraduate business students do have a fair valuation towards sustainability in general according to this research. With three indicators for sustainability valuation, it has resulted that sustainability valuation has a positive and significant effect towards sustainability in entrepreneurship. This means that the respondents do have a neutral to agree perception in terms of holding a business accompanied by taking care of the surrounding welfare, environment, and having fair agreements is important for an entrepreneur despite the possible decrease of profit. This correlates with the drive for entrepreneurship variable which the results will be discussed in the next paragraph. Lastly, correlating with the results of the sustainability valuation variable, drive for entrepreneurship amongst undergraduate business students was analyzed and resulted with an

opinion of neutral to agree which indicates that the respondents from this research do generally agree with all six provided valid drives for entrepreneurship. The study shows the students values assisting other human beings in need alongside with making profit and growing the business. It can be concluded that students' drive for entrepreneurship does have a positive effect towards their valuation of sustainability in entrepreneurship.

### References

1. Aquino, R. S., Lück, M., & Schänzel, H. A. (2018). A conceptual framework of tourism social entrepreneurship for sustainable community development. *Journal of Hospitality and Tourism Management*, 37, 23-32.
2. Faisal, R., & Anthoni, L. (2021). Analysis of the Impact Education to Interest and Effected to Entrepreneur Success for Students. *Journal of Industrial Engineering & Management Research*, 2(1), 26 - 38. <https://doi.org/10.7777/jiemar.v2i1.111>
3. Kamaludin, M. F., Xavier, J. A., & Amin, M. (2021). Social entrepreneurship and sustainability: a conceptual framework. *Journal of Social Entrepreneurship*, 1-24.
4. Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business horizons*, 54(3), 241-251.
5. Kokkranikal, J., & Morrison, A. (2002). Entrepreneurship and sustainable tourism: The houseboats of Kerala. *Tourism and Hospitality Research*, 4(1), 7-20.
6. Méndez-Picazo, M. T., Galindo-Martín, M. A., & Castaño-Martínez, M. S. (2021). Effects of sociocultural and economic factors on social entrepreneurship and sustainable development. *Journal of Innovation & Knowledge*, 6(2), 69-77.
7. Purwanto, A. (2021). The Role of the Use of Social Media and Family Environment on Entrepreneurial Interest of Private University Students . *Journal of Industrial Engineering & Management Research*, 2(6), 33 - 43. <https://doi.org/10.7777/jiemar.v2i6.219>
8. Purwanto, A., Novitasari, D., & Asbari, M. (2022). The Role of Leadership, Teaching Factory (TEFA) Program, Competence of Creative Products and Entrepreneurship On Entrepreneurial Interest of the Vocational School Students. *International Journal of Social and Management Studies*, 3(5), 58-64.
9. Purwanto, A., Purba, J. T., Bernarto, I., & Sijabat, R. (2021). Effect of Management Innovation, Transformational Leadership, and Knowledge Sharing on Market Performance of Indonesian Consumer Goods Company. *Jurnal Aplikasi Manajemen*, 19(2), 424-434.
10. Purwanto, A. (2020). The Relationship of Transformational Leadership, Organizational Justice and Organizational Commitment: a Mediation Effect of Job Satisfaction. *Journal of Critical Reviews*.
11. Putra, A. S., Novitasari, D., Asbari, M., Purwanto, A., Iskandar, J., Hutagalung, D., & Cahyono, Y. (2020). Examine Relationship of Soft Skills, Hard Skills, Innovation and Performance: the Mediation Effect of Organizational Learning. *International Journal of Science and Management Studies (IJSMS)*, 3(3), 27-43.
12. Prameswari, M., Asbari, M., Purwanto, A., Ong, F., Kusumaningsih, S. W., Mustikasiwi, A., & Chidir, G. Winanti, & Sopa, A.(2020). The impacts of leadership and organizational culture on performance in indonesian public health: The

mediating effects of innovative work behavior. *International Journal of Control and Automation*, 13(2), 216-227.

13. Purwanto, A. (2021). The Role of the Use of Social Media and Family Environment on Entrepreneurial Interest of Private University Students. *Journal of Industrial Engineering & Management Research*.
14. Schaltegger, S., & Wagner, M. (2011). Sustainable entrepreneurship and sustainability innovation: categories and interactions. *Business strategy and the environment*, 20(4), 222-237.
15. Sibarani, G. C., & Arianto, R. F. (2022). The Valuation of Sustainable Entrepreneurship. *Kontigensi: Jurnal Ilmiah Manajemen*, 10(1), 168-179.
16. Verdugo, G. B., & Villarroel, A. V. (2021). Measuring the association between students' exposure to social media and their valuation of sustainability in entrepreneurship. *Heliyon*, 7(6), e07272.
17. Youssef, A. B., Boubaker, S., & Omri, A. (2018). Entrepreneurship and sustainability: The need for innovative and institutional solutions. *Technological Forecasting and Social Change*, 129, 232-241.
18. Zhu, K., & Kraemer, K. L. (2005). Post-adoption variations in usage and value of e-business by organizations: cross-country evidence from the retail industry. *Information systems research*, 16(1), 61-84.