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EXPLORING THE STIMULUS FROM SOCIAL MEDIA, ENTREPRENEURIAL PERSONALITY TOWARDS ENTREPRENEURIAL INTEREST IN THE UNIVERSITY

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Abstract: This research aims to explore the stimulus of social media, entrepreneurial personality towards entrepreneurial interest. Data from 360 respondents was collected online from public and private universities in Indonesia. The statistics were examined using SEM-PLS 3.2.7. Seven research hypotheses were investigated in this study and also the stimulus for receiving benefits from social media is a significant result. The discovery of this inquiry too subscribe to the conceptual model of entrepreneurial interest which emphasizes the acceptance of technology to the wider entrepreneurial personality to increase entrepreneurial interest under future uncertainty. It is recommended to increase the use of e-learning applications and entrepreneurship training in order to motivate entrepreneurial interest.

Keywords: entrepreneurial interest, entrepreneurial personality, exploration, social media, stimulus, universities

INTRODUCTION

Social media is a medium based on internet technology which has become an important part of human life including in higher education (Al-Qaysi et al., 2020; Tess, 2013). Everyone can use the accessibility of social media platforms anytime and anywhere, social media provides support and benefits for its users, including in collaborative activities and creating creative (Soto-Acosta et al., 2018; Wibowo & Haryokusumo, 2020; Wu et al., 2017). Social media can also create communities to communicate and share knowledge based on similar activities, interests in a particular field and background (Finnah, 2015). However, the potential use of social media in facilitating the formation of entrepreneurial interest is still rarely studied.

This is line with research about entrepreneurial intentionality that a combination of contextual and personality factors is still needed in entrepreneurship (Bird, 1988; Krueger et al., 2000; Schlaegel & Koenig, 2014). However, research conducted by states that personality factors are the main determinates of interest in entrepreneurship (Crant, 1996). However, the role of external contextual factors in determining their association with entrepreneurial interests needs to be studied more deeply. and explore more deeply the effect stimulus of social media technology receipt on the correlation between entrepreneurial personality and intentional behaviour to analyze how social media acceptance can affect users themselves.

Related to contextual factors, in this study we try to include social media variables as stimu-

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lus variables to influence entrepreneurial interest. The acceptance of a technology, in this case, is social media depends on a technology acceptance model, the technology acceptance model (TAM), namely the interest in using social media. TAM can predict acceptance of technology use based on estimates of perceived usefulness (PU), perceived ease of use (PEU) and interest in using social media (ITU) so that it will lead to interest in entrepreneurship (EI) (Svendsen et al., 2013). Although there are also studies that examine the relationship between personality variables and social media use no one has conducted research that pays attention to the factors of entrepreneurial personality and acceptance of the use of social media (Hughes et al., 2012; Ngai, Moon, Lam, Chin, & Tao, 2015; Ryan & Xenos, 2011). This research contributes to a conceptual development model that includes entrepreneurial personality (proactive, optimistic, creative, risk-taking) (Israr & Hashim, 2017; Leutner et al., 2014).

This research also contributes to the debate to develop a conceptual model of entrepreneurial personality and contextual factors in their association with entrepreneurial interests, as well as explore more deeply the influence of online social media in relation to entrepreneurial personality and intentional behavior of how social media acceptance can affect the user himself.

Furthermore, to respond to the existing reviews on the initial studies which refuted that personality traits are the only parameters in entrepreneurial interest, a new concept of entrepreneurial personality will be used in this study. It should be emphasized that this study will investigate the relationship between personality and entrepreneurial interests under the scope of entrepreneurial networks (Engel et al., 2017), while we apply for a specific networks style, process, or strategy that entrepreneurs use in forming and creating network bonds by ensuring affordability to test the acceptability of online social networks in relation to human potential. In addition, this research was conducted to answer the response to the rapid development of technology, acceptance of social media technology, but also its usefulness, ease of use, and intention to use social media to interest in entrepreneurship.

Entrepreneurial Interest

Entrepreneurial interest can be interpreted as a state of mind that focuses attention on all activities related to entrepreneurship (Do & Dadvari, 2017; Krueger et al., 2000). Interest is often considered a reliable indicator in predicting future entrepreneurial behavior, including behavior that is difficult to observe (Krueger, 2009). The study of entrepreneurial interest represents several factors related to one's interest in creating a new business including individual personality, environmental and contextual factors. This is also in line with Ajzen's theory of planned behavior (1991), namely the interest in predicting a certain action or behavior. Referring to research conducted by Aryaningtyas & Palupiningtyas (2019) and Zhao et al. (2010), personality factors are considered as an important part in entrepreneurial activities to start a new business. Entrepreneurship personality factors can influence the result of entrepreneurship itself throught contextual and motivation factors (Karimi et al., 2017).

Previous research that suggested personality predictors as a significant predictor of entrepreneurial interest explained that adult entrepreneurial interest was based on personal background. In line with this assumption, several personality characteristics such as optimism, innovation, creativity, risk- taking and openness

to experience are key elements to predict entrepreneurial interest (Zhao et al., 2010). An individual with certain personality traits may be more attracted to entrepreneurial behaviour. With the hope that in the future they can persist in building new businesses.

Entrepreneurial Personality

Entrepreneurial personality in this study refers to research on the concept of entrepreneurial intentionality, a combination of personality and external contextual factors are still needed in the formation of entrepreneurial interest (Bird, 1988; Krueger et al., 2000; Obschonka et al., 2018; Schlaegel & Koenig, 2014). The concept of personality is still often suggested as a significant predictor of entrepreneurial interest (Crant, 1996; Dinis et al., 2013). Several studies on entrepreneurship explain personality (Brandstätter, 2011; Leutner et al., 2014; Miller, 2015). Such as explaining the relationship between the big five personalities with entrepreneurial interest (Zhao et al., 2010).

The field of entrepreneurial interest has become so broad on its own that subdivisions can be identified deriving from that field seeking to identify individual themes in the area of entrepreneurial intention to highlight the importance of being attracted by each theme and to identify new areas of study and gaps. in entrepreneurial interest (Nabi et al., 2017). In this endeavour, the meta-analysis highlights five distinguishing themes within the field of entrepreneurial interest that highlight the researcher's interest in the theme of personal level variables (Israr & Hashim, 2017; Nabi et al., 2017).

Among the themes identified included the available literature on personal level variables including studying the influence of personality traits, psychological variables, demographics or previous experiences on entrepreneurial interest, confirming the diversity of entrepreneurial intentions as a research area (Miralles et al., 2016; Saeed et al., 2014) . The available meta-analyses indicate a high propensity for researchers to influence personal level variables on entrepreneurial interest (Israr & Hashim, 2017; Nabi et al., 2017). In line with previous studies, it has been observed that META is a strong measure of entrepreneurial intention.

Depend on the results of the META analysis developed by Ahmetoglu et al. (2010) and Leutner et al. (2014), entrepreneurial personality includes opportunism, creativity, proactiveness, vision. Entrepreneurial opportunism shows the state of a person who has a certain level of vigilance to deal with the possibilities that occur, Specifically, it is explained that someone who has opportunistic traits prefers to look for opportunities that can help him in dealing with crises (Leutner et al., 2014). Opportunistic individuals tend to seek new opportunities and do not like to miss opportunities. Opportunism has been considered a key factor in entrepreneurship. Studies have highlighted a notable and positive correlation between entrepreneurial opportunism and entrepreneurial interest (Short et al., 2010). Recent empirical studies claim entrepreneurial opportunism as a major determinant of entrepreneurial intention (Busenitz et al., 2014; Mason & Harvey, 2013).

Entrepreneurial creativity is the potential of individuals to generate creative ideas. Creativity is related to the individual's capacity to see problems in innovative ways and find unique solutions to problems (Chang & Chen, 2020; Li et al., 2021). Creative individuals are divergent thinkers with the ability to generate ideas. imaginative, original and inspiring ideas. The entrepreneurial vision is the individual's aspiration to progress, change positively and create

value. In particular, the entrepreneurial vision signifies the individual's self-confidence that things can be changed for the better and the inner desire to improve and create valuable things for other (Niemand et al., 2021; Preller et al., 2020).

Visionary individuals believe in making a difference, prefer transformational projects and expect their accomplishments to bring about constructive change. Entrepreneurial proactivity is the potential of an individual who is action-oriented and has the ability to complete a task. Entrepreneurial proactivity relates to the capacity of a person who has a goal to take concrete actions and complete certain tasks. Proactivity indicates a high level of energy, goal orientation and competitive nature of an individual (Aryaningtyas & Palupiningtyas, 2019; Leutner et al., 2014). Proactive individuals are confident and willing to take risks, persist in the face of adversity and are not deterred by uncertainty or fear of failure. Based on several studies and analyses of META (Ahmetoglu et al., 2010), we propose a hypothesis:

H1: Entrepreneurial personality has a positive effect on entrepreneurial interest.

Many previous studies suggest that entrepreneurial interest may indirectly be influenced by several factors including personal, social and situational factors (Krueger et al., 2000). In this study, we recommend the acceptance of social media technology as a mediator that might influence entrepreneurial personality on entrepreneurial interest. Referring to the new theory proposed by Mishra & Zachary (2014) regarding entrepreneurial intentionality, that opportunity without interest in something is meaningless, the interaction between opportunity and interest must be considered (My & Anh, 2021). Social media is presented as a forum on the internet that allows users to express their identity as well as interact, participate, branch and make contact with other users so as to form an online social network (Carr & Hayes, 2015).

Acceptance of online social networking technology refers to the basics of the TAM to social media (Davis, 1989; Do et al., 2020; Lal, 2017). Perceived usefulness (PU) is aimed at the extent to which a person believes that using a particular system (online social networks) can improve its performance. Perceived ease of use (PEU) It means the extent to which individuals believe in using certain technologies (social media) and are able to free someone from effort. In the end, the individual's intention to use technology (IU) refers to the individual's interest in using a particular technology (social media). TAM was developed from the theory of reasoned action (Davis, 1989), where personality can lead to beliefs related to behaviour and personality can affect a person's belief in the behaviour shown (Kim et al., 2016; Ryan & Xenos, 2011). Davis (1989) suggests that the perceived benefits of using technology are 50% more influential than the convenience.

Considering that personality can be explained as an individual's reaction to certain situations (Park et al., 2014) social media offers certain situations, and the acceptance of social media technology shows the belief of social media in facilitating entrepreneurial networking, so we hypothesis:

H2: Entrepreneurial personality has a positive effect on perceived usefulnes.

H3: Entrepreneurial personality has a positive effect on perceived ease of use.

In general, some studies using the TAM model still use external variables such as personality which is fully mediated by perceived benefits and perceived ease of use, both vari-

ables still contribute to the benefits of the technology. Other parts of TAM theory generally influence each other (Davis, 1989), for example, perceived usefulness can mediate perceptions of technological convenience on behavioral intentions to use the technology, the use of cellular payments (Wiese & Humbani, 2019), Islamic e-commerce banking's (Saputro & Hati, 2021), therefore proposes that:

H4: Perceived ease of use has a positive effect on perceived usefulnes.

According to research that applies research using the TAM model in different contexts, perceived benefits of using technology are positively correlated with the use of the technology system concerned (Baker-Eveleth & Stone, 2015). Emphasizing that PU is positively related to technology interest (Agag & El-Masry, 2016). It is therefore proposed that:

H5: Perceived usefulnes has a positive effect on intention to use social media.

Likewise, perceived use was found to be another determinant of interest in using a technology system. The point is that if a technology system is relatively easy to use, an individual who uses a particular technology will be easier or more willing to learn its features (Park et al., 2014). Several previous studies have explained that there is a positive relationship between perceived ease of use (PEU) and intention individual behaviour explains the perception of ease of use is an antecedent in the use of social commerce web, mobile banking (Lal, 2017), the proposed research hypothesis:

H6: Perceived ease of use has a positive effect on intention to use social media.

Furthermore, PU and PEU are considered as two determining variables that are considered important in technology acceptance, so attitudes towards technology use can affect other variables. Research conducted by Zaremohzzabieh et al. (2016) shows that attitudes can be a mediator of entrepreneurial interest. In theory, TAM emphasizes that the acceptance of the use of a technology system affects the user's intention to use the system, which in turn will affect the user's attitude in the technology system (Zaremohzzabieh et al., 2016). In this study, the intention to use social media is a positive attitude towards the use of social media which is influenced by the PU and PEU variables. Based on this, it is hypothesis that:

H7: Intention use of social media has a positive effect on entrepreneurial interest.

Mediation of Acceptance of Social Networking Technology on Line

Previously, several studies had studied the relationship between personality and social media on platforms such as Facebook and Twitter (Hughes et al., 2012; Park et al., 2014; Zaremohzzabieh et al., 2016). Variables of individual differences are well known as the key to the successful implementation of new technologies. Previous studies have also highlighted the top five personality traits associated with specific beliefs about the perceived usefulness and perceived convenience of new technologies and their traits (Svendsen et al., 2013), Mediating effects on social media use (Moslehpour et al., 2018; Zhang et al., 2015)

H8a: Perceived ease of use social media mediate the correlation between entrepreneurial personality and intention to use social media.

Based on research by Engel et al. (2017) on entrepreneurial networks and the expansion

of the new theory of intentionality from Mishra & Zachary (2014), this study we propose that in addition to attitudes and beliefs towards social media, acceptance of online social networking technology has significant consequences on interest in social media.

Previous research examining the usefulness of technology has found a mediating effect of perceived value on intention to use technology (Moslehpour et al., 2018; Ngai, EW, Tao, SS & Moon, 2015; Zhang et al., 2015). Several previous studies have also shown that the tendency of individuals to become entrepreneurs is also influenced by the experience factor received from their environment (Schlaegel & Koenig, 2014). This study emphasizes the acceptance of social media technology can be considered to provide new experiences and perceived value for entrepreneurs, which in turn can influence entrepreneurial interest, therefore it is hypothesis that:

H8b: intention to use social media mediates the correlation between entrepreneurial personality and entrepreneurial interest.

The proposed research model is in the Figure 1.

METHOD

Research Design

The research is an explanatory approach where the variable of student entrepreneurial interest is treated as a variable that can be measured using a research questionnaire (Maholtra, 2016) .

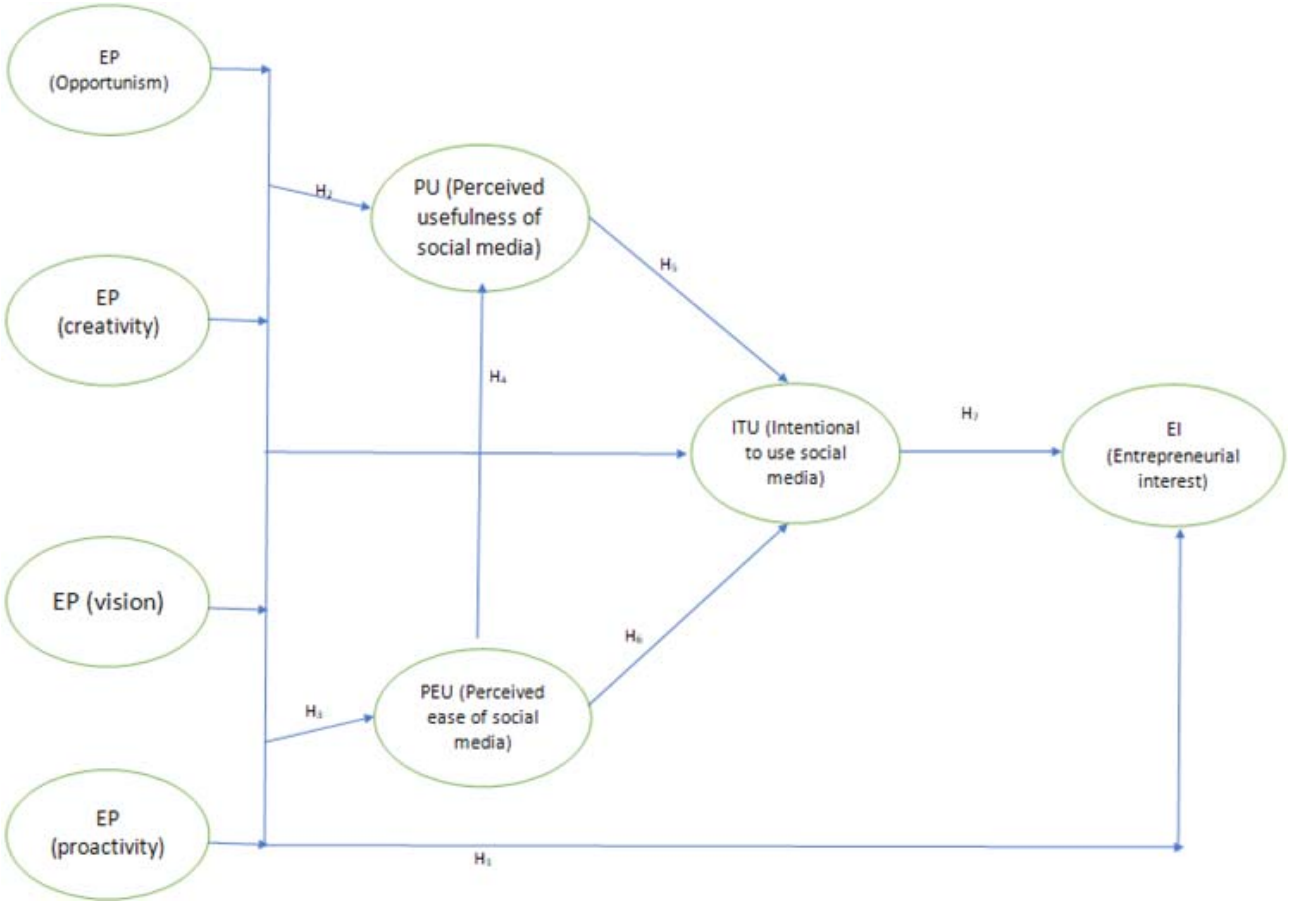

Figure 1 Research Model

Sample and Data Collection

The research also describes to explores the stimulus of social media, entrepreneurial personality towards entrepreneurial interest. Respondents who came from several private and public universities in Indonesia, the research sample amounted to 360 respondens. In sampling we used the G*Power analysis tool. The power value of this sample is 0.90, which is higher than the stipulated requirement of 0.8 (Hair et al., 2019). We also ensure that the respondents used are respondents who have taken entrepreneurship courses. Almost the same, namely 47.5% men and 52.5% men. The age of the respondents was 74% between 19–21 years and 26% between 22–26 years. Undergraduate and diploma level education qualifications 77% and postgraduate 23%. This research is a using purposive sampling technique, and research questionnaires are collected online from January until May 2021.

The research instrument uses a Likert scale 4-point Likert scale ranging from 1, indicating "strongly disagree," to 4, indicating "strongly agree." In this case, the researcher discards the neutral choice because it makes the respondent confused to give positive or negative. The entrepreneurial personality construct was adapted from META (Ahmetoglu et al., 2010; Leutner et al., 2014). Technology acceptance was adapted from Davis by (1989), as well as the entrepreneurial interest construct (Linan, 2009). Before the actual research was carried out, we conducted a trial of the instrument on 30 respondents, the result was that there was no change in the construct meaning the construct was ready to be used. The research also describes to explores the stimulus of social media, entrepreneurial personality towards entrepreneurial interest. Respondents who came from several private and public universities in Indonesia, the research sample amounted to 360 respondens. In sampling we used the G* power analysis tool. The power value of this sample is 0.90, which is higher than the stipulated requirement of 0.8 (Hair et al., 2019). We also ensure that the respondents used are respondents who have taken entrepreneurship courses. almost the same, namely 47.5% men and 52.5% men. The age of the respondents was 74% between 19–21 years and 26% between 22–26 years. Undergraduate and diploma level education qualifications 77% and postgraduate 23%. This research is a using purposive sampling technique, and research questionnaires are collected online from January until May 2021.

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Analyzing of Data

Statistics analysis used the SEM-PLS 3.2.7 analysis technique, namely multivariate analysis that simultaneously tested each correlation between variables in the conceptual, measurement, structural model. Referring to the SEM-PLS literature that uses two steps, namely evalu-

ating the measurement model and the structural model. The measurement model is carried out by assessing the reliability and validity of the reflective construct. The structural model is carried out by assessing R^2, f^2, Q^2 (Hair et al., 2019).

RESULT

Measurement Model

In the measurement model you must first ensure that the factor loading value for each construct item against the indicator must be greater than 0.708. This is case, all items matched their reliability, except for one item of the construct of perceived usefulness of social media that was greater than 0.708. Furthermore, it is necessary to examine the results of the construct measurement of these items (Hair et al., 2019). The reliability assessment for each construct, composite reliability (CR) and Dijkstra-Henseler's rho. All values must be greater than 0.7 for all composites this is opinion based. In this study, the reliability for all constructs, composites (CR), and Dijkstra-Henseler rho has exceeded the reliability (0.7) for all cases" (Hair et al., 2019). Table 1 show the persistence internal consistency.

The next step is to analyze convergent validity using the average extracted variance (AVE), the results must show a value greater than 0.5 (Fornell & Larcker, 1981). The results of all the extracted variances (AVE) of each construct are greater than 0.5, with values ranging from 0.5 to 0.816. The next step is a resampling bootstraping procedure (5,000 subsamples from the original sample, carried out to get a statistical t value (Hair et al., 2019).

The next step is to analyze discriminant validity using Fornell & Lacker. It is intended to obtain the square root of each value of the AVE construct that must be higher than the construct's correlation with other latent variables (Fornell & Lacker, 1981). The result is that the AVE construct value is higher. In addition, discriminant validity was also analyzed using HTMT (heterotrait-monotrait). This measure also determines the ratio between heteroite and monotrait correlations: there is discriminant validity if the value is below 0.90 (Henseler et al., 2015). There are also other criteria, namely below 0.85 (Hair et al., 2019). This research generally produces a value that is below the cut-off, this shows or becomes evidence that the validity and reliability are good (see Table 2).

Structural Model

The structural model shows the robustness of estimates between latent variables (constructs). This is done by checking collinearity to determine that there is no bias in the model, the transcendental value of the variance inflation factor (VIF) must be lower than 3 (Hair et al., 2019). In this case, it is free from collinearity problems, it is shown by the VIF value which is below the specified limit.

The bootstraping method using 5,000 iterations aims to consider the significance of indicators and path coefficients. Before testing the hypothesis, the quality of the model is tested first. The measures used are the coefficient of determination *(R^2)*, effect size (f^2), cross validated redundancy (Q^2) and path coefficient (Hair et al., 2019). R^2 was measured with values of 0.75, 0.50 and 0.25 for all endogenous structures which were considered to be substantial, moderate, and weak. The research conducted shows that the results of R^2 for intention to use are 0.365, R^2 for entrepre-

Table 1 The Outcome of the Measurement Model

Construct/Item	Cross Loading	Cronbach's Alpha	Djikstra-Henseler's Rho	CR	AVE
Entrepreneurial intention					
I am willing to do anything to become a successful entrepreneur	0.808	0.811	0.821	0.876	0.667
I feel happy when I can entrepreneur with success	0.827				
Being entrepreneur is my profesional goal	0.750				
In the future I want to have a company	0.930				
I have very seriously thought of starting a company	0,883				
I have the intention to start a company someday	0.878				
Opportunism					
I can easily see new trends and opportunities	0.820	0.842	0.850	0.857	0.698
I quickly found profitable opportunities	0.823				
I can anticipate various problems	0.884				
I dare to take action in deciding something	0.798				
Creativity					
I usually have the most innovative ideas	0.750	0.904	0.918	0.870	0.716
I am confident in my abilities	0.870				
I am interested in exploring different and complex problems to find a solution	0.780				
I always think positively about situations that are considered doubtful by other	0.890				
Proactive					
I endure even in difficult circumstances	0.879	0.875	0.866	0.949	0.675
I always looking for new ways to improve my life	0.820				
I always fight for ideas	0.790				
I have the advantage of identifying opportunities	0.900				
Vision					
I am motivated to change things for the better	0.733	0.920	0.921	0.874	0.734
I changed my way of thinking when I could not determine a good path	0.759				
I always work towards the future	0.789				
Perceived ease of use					
I think it is easy, to use media social	0.707	0.943	0.944	0.913	0.816
I think it is easy to learn media social	0.915				
My interactions with social media are clear and can be easily understood	0.840				
Access to the information with social media is quite useful for me as an entrepreneur	0.775				
Business ideas can be obtained through friendship on social media	0.893				
Perceived useful use					
Social media applications can help me find a business idea	0.893	0.872	0.865	0.880	0.665
Social media applications can help me find business information	0.849				
Social media application save my time	0.884				
Intention to use					
I intend to use social media where if an opportunity	0.858	0.832	0.874	0.921	0.612
I will choose social media forever to expand my business	0.927				

Table 2 Discriminat Validity (Fornell-Larcker and HTMT)

Fornell-Larcker Criterion								
		OP	CR	PA	VS	PUS	PEU	ITU	EI
	OP	0,783							
	CR	0,395	0,892						
	PA	0,317	0,607	0,815					
	VS	0,445	0,559	0,569	0,754				
	PUS	0,589	0,682	0,689	0,635	0,903			
	PEU	0,428	0,667	0,691	0,655	0,744	0,929		
	ITU	-0,176	-0,118	-0,004	-0,032	-0,221	-0,048	0,849	
	EI	0,053	0,026	0,22	0,215	0,207	0,243	0,286	0,778
Hetrorotrait-monotrait (HTMT) ratio	OP								
	CR	0,452							
	PA	0,358	0,683						
	VS	0,527	0,669	0,659					
	PUS	0,654	0,748	0,751	0,719				
	PEU	0,48	0,696	0,774	0,744	0,798			
	ITU	0,192	0,132	0,041	0,077	0,231	0,052		
	EI	0,099	0,082	0,242	0,246	0,221	0,25	0,333	

Note (s): The square root of AVE's are shown diagonally in italic EI: entrepreneurial interest; ITU: intention to use; OP: opportunism; CR: creativity; PA: proactive; VS: vision; PU: perceived usefulness; PEU: perceived ease of use.

neurial interest is 0.434, R^2 for perceived usefulness is 0.450, R^2 is for perceived ease of use 0.552.

The effect size is measuring using f2 with a size of 0.02 (small), 0.15 (medium) and 0.35 (large) (Hair et al., 2019). The results of the benefit size effect show that the entrepreneurial personality benefits of opportunism have a strong effect size of 0.440, while creativity, proactiveness and vision show a moderate effect size of 0.208, creativity 0.342, vision 0.212. On the effect size, the ease of using technology, the effect is 0.347 and the perceived benefits of technology acceptance are 0.250. The intention that shows the attitude to use technology towards entrepreneurial interest is quite large, namely 0.540.

Referring to the result of the study by Kock (2014), entrepreneurial personality has positive effect on entrepreneurial interest (β =

Table 3 Result of Hypothesis

Hypothesis/ Relationships	β	T Value	Confidence Interval (95%)	Supported
H1: EP-> EI	0.543	12.650	[0.466; 0.631]	Yes
H2: EP->PUS	0.550	10.792	[0.472; 0.645]	Yes
H3: EP->PEU	0.392	6.784	[0.299; 0.496]	Yes
H4: PEU->PUS	0.364	4.871	[0.277; 0.377]	Yes
H5: PUS-> ITU	0.399	6.370	[0.321; 0.621]	Yes
H6: PEU -> ITU	0,175	4.673	[0.181; 0.292]	Yes
H7: ITU-> EI	0.607	16.654	[0.545; 0.665]	yes

Note(s): n = 5,000 subsample,***p < 0,01; ns: not significant (one-tailed test)

0.543, t = 12.260), entrepreneurial personality has positive effect on perceived usefulness (β = 0.550, t = 10.792), entrepreneurial personality has positive effect on perceived ease of use (β = 0.392, t = 6.754), perceived ease of use (β = 0.364, t = 4.871). Therefore H1, H2, H3, H4 are accepted. Perceived usefulness has positive effect on intentional use of social media (β = 0.399, t = 6.370), perceived ease of use has positive effect on intentional use of social media (β = 0.175, t = 4.673) supporting H5 and H6. intentional use for social media also has positive effect on entrepreneurial interest (β = 0.607, t = 16,654) so H7 is accepted" (see Figure 2).

The mediation test was conducted to see the intermediary perception of the ease of use of social media (PU) and the perceived benefits of social media (PEU) as well as the intention to use social media that can represent the three variables in mediating the relationship between entrepreneurial personality and interest in entrepreneurship. Of the seven research hypotheses shown in table 4. Furthermore, to obtain a deeper understanding of the mediation, a post hoc analysis was carried out, the results showed that the perceived ease of use and perceived benefits of social media as well as the intention to use social media were included as significant mediators, see Picture 4.

Table 4 Result of the Mediation Hypothesis

	Indirect	Direct	Total	Mediation
H8 EP -> PU -> ITU	0.31***	0.01(NS)	0.32***	Yes
H8a EP -> PU -> ITU	0.08**	0.2 (NS)	0.28**	Yes
H8b EP -> ITU ->	0.29***	0.01 (NS)	0.30	Yes

Notes: *p , 0.05,** p , 0.01, *** p < .001

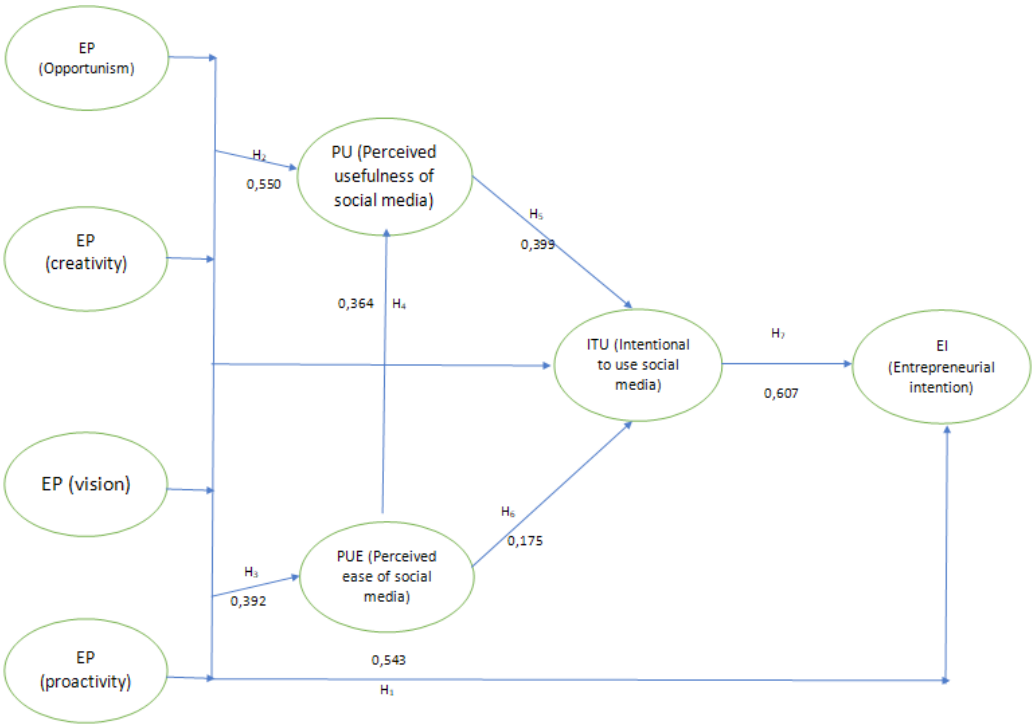

Figure 2 Research Model

DISCUSSION

Entrepreneurial personality is the latest research that places more emphasis on narrower personality traits, meaning that narrower personalities are better indicators that can represent an individual who can succeed in the entrepreneurial process. This study was conducted to participate in existing research, namely exploring the mediation of acceptance of social media technology on entrepreneurial interest. Taking into account the entrepreneurial personality is an important part of building the economy. In addition, it also intends to provide broader insight regarding the impact of the acceptance of the use of social media technology, as well as explaining what factors can potentially influence a person in making decisions to become are entrepreneurs. From the data from respondents whose average age was (18-27 years), the results showed that these five personalities could be represented. This is in accordance with research by Zhao et al. (2008) which reveals that there is a relationship between entrepreneurial interest among young people and the research subjects studied.

Judging from existing studies, this study tries to elaborate on the conceptual model of entrepreneurial interest mediated by the acceptance of the benefits of social media technology and prove based on the facts that there are several hypotheses regarding the impact of social media technology acceptance on the relationship between entrepreneurial personality and entrepreneurial interest. The findings from several previous studies explain the perceived benefits of social media and the ease of using social media technology that both of them have a positive and significant relationship as an intermediary of perceived value on the behaviour of individuals who interact with technology. Among them is the research of Davis (1989), Moslehpour et al. (2018), and Sun & Ping (2008) which shows the contribution of mediating the perception of value to the behaviour of individuals who interact with technology.

Other findings show that perceived ease of use (PU) and perceived usefulness (PEU) of technology are consistent with previous findings. It is also reinforced by the entrepreneurial production theory which shows that successful entrepreneurs are those who can utilize and use technology to increase results (Moslehpour et al., 2018; Zaremohzzabieh et al., 2016). The findings also show that perceived convenience (PU) and perceived usefulness (PEU) are consistent with previous findings. This shows the consistency of the ease of technology and perceived benefits that support other evidence of the effectiveness of technology acceptance for decision making for entrepreneurship activity. An organization can benefit from individuals who have positive beliefs about the acceptance of new technologies, and other implications also arise for these individuals to use these technologies as external motivation in the entrepreneurial process.

However, based on the entrepreneurial intentionality theory from Misra & Zachary (2014), it specifically describes the elaboration process that contains and encourages entrepreneurial intentions that are relative to thoughts, actions and adaptability. Therefore, the acceptance of new technology will result in social changes that can affect the entrepreneurial network. Based on this, the important findings of this study pay attention to the function of social media as a new technology platform that can mediate the relationship between entrepreneurial personality and entrepreneurial interest. The results of this study emphasize the unique en-

trepreneurial personality as a credible predictor of entrepreneurial interest. This specific personality design can be used as a tool to increase new business. This is not only true for individuals who will start a new business but also for individuals who work in an environment that requires creativity with different backgrounds. Organizations can benefit by recruiting employees who match the entrepreneurial personality profile (Leutner et al., 2014).

This study also explains several variables about positive beliefs about the perceived ease and benefits of technology acceptance, in this case the intention to use technology is the result of perceived usefulness and benefits which will ultimately be directed at the actual use of technology in starting a business. Individuals who gain new experience in terms of technology acceptance can use this as an external motivation in the decision-making process toward to entrepreneurial interest. For management, understanding the entrepreneurial personality and how they perceive the benefits of technology can provide strategic planning in a better direction. With the discovery of the mediating effect of technology acceptance, further research can rely on the entrepreneurial personality and its unique characteristics in the decision-making process for entrepreneurship. Students can further increase their interest in entrepreneurship by looking at the self-efficacy of successful entrepreneurship training.

CONCLUSION

This research provides information regarding future research directions. First, for future research, it may be possible to consider the problem of cultural differences related to entrepreneurial personality and student entrepreneurial interests. Second, it is necessary to examine whether the entrepreneurial interest of students who are just starting a business or not having a business is the same as experienced and successful entrepreneurs. Third, to increase the use of e-learning applications and entrepreneurship training in order to motivate entrepreneurial interest.

This study has some limitations. First, the limitations on the research context, this study was carried out in Indonesia which is different from previous studies so it will produce different findings in overall results. Second, both are different variations in the achievement of educational goals. Recent studies have shown that a sample of postgraduate students can be more representative in terms of interest in entrepreneurship (Shinnar et al., 2018). This study sampled respondents as students who are prospective entrepreneurs in the future, who do not have a business or are just about to start a business.

Third, due to the limited size of the research sample, further research may be able to consider or include a more diverse background of students so that it can be more accepted or significant. Investigating intentional behavioral changes that can show rapid changes due to the perceived benefits of technological advances, it may be possible to further investigate the positive and negative factors that influence the relationship between variables. This study will also provide an understanding of the relationship between technology acceptance participation models in the field of entrepreneurship. This finding is also consistent with previous research that the perceived value of users of the benefits of social media mediate most of the personality traits towards entrepreneurial interest, further research is expected to focus on the

benefits of accepting new technologies which can ultimately together form a new entrepreneurial network, although in the end it will shows positive results between entrepreneurial interest in using social media, and whether this will work needs further research.

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