

## THE EFFECT OF *PERCEIVED CREATIVITY*, SOCIAL MEDIA, *PERCEIVED BEHAVIOR CONTROL* ON ENTREPRENEURIAL INTENTION

Maharani Dewi Kusumaningrum<sup>1)</sup>, Karuniawati Hasanah<sup>2)</sup>

<sup>1</sup> Management, Faculty of Economics and Business, PGRI Madiun University  
email: [maharani\\_2103102131@mhs.unipma.ac.id](mailto:maharani_2103102131@mhs.unipma.ac.id)

<sup>2</sup> Management, Faculty of Economics and Business, PGRI Madiun University  
email: [aan.karuniawati@unipma.ac.id](mailto:aan.karuniawati@unipma.ac.id)

### Abstrak

Penelitian ini bertujuan untuk memberikan bukti secara empiris tentang pengaruh *Perceived Creativity*, Media Sosial, *Perceived Behavior Control* pada Minat Berwirausaha Generasi Z di Kota Madiun. Penelitian ini menggunakan metode penelitian Kuantitatif. Sampel penelitian ini Adalah Generasi Z di Kota Madiun sebanyak 385 responden melalui kuisioner. Teknik pengumpulan data penelitian ini menggunakan teknik *Nonprobability Sampling* dengan metode pengambilan sampel menggunakan *Purposive Sampling*. Metode analisis data penelitian ini menggunakan program SPSS versi 25. Hasil dalam penelitian ini adalah *Perceived Creativity* berpengaruh positif signifikan terhadap minat berwirausaha, Media sosial berpengaruh positif signifikan terhadap minat berwirausaha, *Perceived Behavior Control* berpengaruh positif signifikan terhadap minat berwirausaha.

**Kata Kunci:** *Perceived Creativity*, Media Sosial, *Perceived Behavior Control*, Minat Berwirausaha

### Abstract

*This study aims to provide empirical evidence on the influence of Perceived Creativity, Social Media, Perceived Behavioral Control on the Entrepreneurial Intention of Generation Z in Madiun City. This research employs a quantitative method. The sample consists of 385 Generation Z respondents in Madiun City, obtained through questionnaires. The data collection technique used in this study is Non Probability Sampling with a purposive sampling method. The data analysis method utilized is SPSS version 25. The results of the study indicate that Perceived Creativity has a significant positive effect on entrepreneurial intention, Social Media has a significant positive effect on entrepreneurial intention, and Perceived Behavioral Control has a significant positive effect on entrepreneurial intention.*

**Keywords:** *Perceived Creativity, Social Media, Perceived Behavioral Control, Entrepreneurial Intention*

### A. INTRODUCTION

Human Resources (HR), namely something asset most important for build a country. Elements in Human Resources This will always sustainable with human beings whose role is for active and dominant will determine road success objective a country, especially in face challenge like progress education, science knowledge, globalization and rapid development technology. In 2024, the Open Unemployment Rate in Indonesia in August was 4.91%. This means of 100 people in the class work , there are 4.91 people who are unemployed (BPS, 2024). Uncertainty the global economy has an impact on the Indonesian economy, which is around 5% of the workforce. Work each which year is not can close amount existing unemployment (Simanihuruk *et al .* , 2021). Strengthened again crisis the economy experienced by Indonesia is a lot cause various problem that is unemployment (Kumara, 2020) . The unemployment rate that occurred will also has an impact on a level poverty . Unemployment happen because impact from mismatch between vacancy work that is not competent for force existing work (Putri & Sakti, 2023).

Developed countries or develop make entrepreneurship as one of the choice for reach out level welfare of its residents. Entrepreneurship help overcome level existing unemployment (Oktarina & Pawirosumanto, 2024) . Entrepreneurship is a dynamic process with creation something that uses time and activities along with capital, services and risks (Aputra *et al.*, 2022). World Bank report on entrepreneurship be one of contributor important which accounts for 40% of the Product Gross Domestic Product in developing countries. Reported from Hansfel & Puspitowati (2020) , in Indonesia the level perpetrator businessman classified as a little if equalized with Singapore and Malaysia, namely around 3.1%. One of them element residents who are considered capable for become a businessman is young men and women. Currently the Indonesian population is dominated by Generation Z, the number of which is around 74.93 million soul or 27.94% of the population. According to BPS census data, 2020 Generation Z is generation born in 1997-2012. Generation Z, namely growing generation side by side with progress technology. They identical and attached with various access progress like use technology sophisticated , internet, and social media.

Development very fast technology change, then required a adaptation with change in this digital era (Rahayu & Sulistyowati, 2022) . Progress in this digital era utilized with create trend business contemporary pioneering generation young like creation business based *on line* with establish *Start Up, online shop, freelance*, manufacturing content creative until development digital products for example like manufacturing applications and designs graphic (Simanihuruk *et al.* , 2021). Reported from Sakitri (2021), stated that preference work Generation Z is switching become businessman with hope achievement quality living in the future.

Youth Business International (YBI) in 2019 revealed that 62% of Generation Z are more interested for start business they alone than work for company big. In line with regulation President Number 2 about Development National Entrepreneurship issued president In 2022, the government give a target ratio entrepreneurship by 3.95 % in 2024. The level of entrepreneurship intention in Indonesia is necessary developed to achieve the given targets government. Intention in entrepreneurship that is belief somebody for act in utilization opportunity business (Youssef *et al.* , 2021).

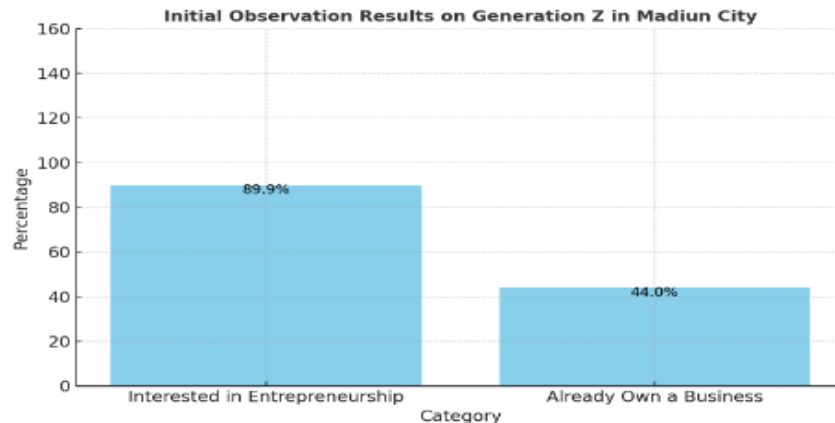
Growing interest self - employment somebody need a number of factor supporters of one of them is *perceived creativity*. Becoming a entrepreneur no can appear so just but through commitment, determination, perception thoughts on himself (Messele & Singh, 2022) . *Perceived creativity* is perception self to ability in power creativity possessed and level trust somebody for do something in matter this is level interest entrepreneurship (Abdelfattah *et al.*, 2022). *Perceived creativity* explained as capacity, skills and abilities For see and feel level creativity in himself (Halbusi *et al.*, 2022). The phenomenon that describes Enough height level *perceived creativity* in children young specifically generation Z at the moment this is the more increasing amount businessman young people who are interested start entrepreneurship. According to data (BPS, 2023) about Indonesian youth also stated that approximately 20.56% of youth who have working and founding business Alone reached 69.83%.

Internet users are increasing lots is a current digital era phenomenon This (Widiawati & Warganegara, 2022). Deep effort to support the creative ideas of Generation Z, social media also

has an influence as receptacle for channeling ideas (Anjali & Baroda, 2024) . It is not uncommon on social media presenting testimoni success from child young entrepreneurs (Mallios *et al.*, 2023) . According to Mallios *et al.*, (2023), social media is tool communication that has influence as means distribution information, knowledge as well as experience. Supported with Digital 2024 report from We Are Social and Meltwater, Indonesia has 139 million active users on social media. The most active social media users among them namely generation young (Vesci *et al.* , 2022) .

Based on the explanation above, *perceived creativity* and the role of social media just not enough support a interest entrepreneurship implemented become something action real if not supported with factor others. One of them factor related namely about implementation level *perceived behavior control* in Generation Z. According to Cynthia *et al.*, (2020), perceived behavior control is defined as related behavior with how perception somebody to abilities and perceptions that behavior the is at under control they. Personal about character Generation Z is becoming challenge in influence entrepreneurship intention. Technology this in fact have obstacle in factor ability himself. His attachment Generation Z with technology make they easy interact on social media, but they no used to for interact in the real world. On the other hand, according to Sakitri (2021), that Generation Z tends to have excessive and worrying thoughts level ability they in act. This depart behind with how attitude for a businessman that alone.

Besides aiming for prove in a way empirical about significant influence between *Perceived Creativity*, *Social Media*, *Perceived Behavior Control* on Entrepreneurial Interest Generation Z in Madiun City, research this also does observation a useful start for see how far is the interest Generation Z's view of the world of entrepreneurship along with factors that influence it and how interest the implemented in action real. Observation beginning done with distribution questionnaires distributed to 169 respondents aged 18-28 years in Madiun City. The following is results observation initial steps taken:



Based on observation the beginning of what was done can concluded of the total of 169 respondents who provided the answer show results that respondents aged 18-20 and 21-28 years own level interest in entrepreneurship by 89.9%. Of the 169 respondents those who are capable realize become something business around 44%. Based on results the indicates that level intention in Generation Z of Madiun City enough tall however not yet existence character or other supporting factors realization interest that. That thing in line with the phenomenon presented as well as underlying reasons researchers for do study with lifting the title is "*The Influence of Perceived Creativity, Social Media, Perceived Behavior Control on Entrepreneurial Intention in Generation Z of Madiun City*". Based on study previously , then can presented hypothesis used in study This as following :

$H_1$  : Perceived creativity has an influence to entrepreneurship intention

$H_2$  : Social media influences entrepreneurship intention.

$H_3$  : Perceived behavior control has an effect to entrepreneurship intention.

## B. METHOD

Study This is study Quantitative. Analysis quantitative used for prove existence influence *perceived creativity*, social media, *perceived behavior control* to interest Entrepreneurship in

Generation Z in Madiun City. Research this aim for know influence in a way partial between variables independent to variables dependent. Data collection techniques used is questionnaire through *Google form*. In the research this use population Generation Z in Madiun City. Data collection techniques samples used namely purposive sampling and the samples used as many as 385 respondents. Deep data analysis techniques study this using SPSS version 25 with questionnaire test, assumption test classic, analysis multiple linear regression, hypothesis testing and coefficient testing determination (  $R^2$  ).

## C. RESULTS AND DISCUSSIONS

### Questionnaire Test

#### Validity Test

Questionnaires used in the research this consists of 18 statement items for variables dependent *perceived creativity*, 15 statement items for variables dependent social media, 8 item statement for variables dependent *perceived behavior control*, and 13 statement items for variables independent entrepreneurship intention. Based on the results of the validity test that have been conducted in research this can concluded that statement item questionnaire on each variables declared valid with see higher calculated r value big from r table (0.100).

#### Reliability Test

*Perceived Creativity*(  $X_1$ ), Social Media (  $X_2$ ), *Perceived Behavior Control* (  $X_3$ ), and Entrepreneurship Intention (Y) have Cronbach alpha value  $> 0.70$ . Findings this indicates that results study own level adequate and reliable trust.

### Assumption Test Classic

#### Normality Test

Study This using the *One Sample Kolmogorov Smirnov* test , with assumptions instrument said to be normal if mark *Asymp . Sig* > 0.05 then declared normal (Ghozali, 2018) .

**Table 1 Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		385
<i>Normal Parameters<sup>a,b</sup></i>	Mean	.0000000
	Standard Deviation	1.78721502
Most Extreme Difference	Absolute	.045
	Positive	.045
	Negative	-.033
Test Statistics		.045
Asymp . Sig. (2-tailed)		.054 <sup>c</sup>
a. Test distribution is Normal		
b. Calculated from data		
c. Lilliefors Significance Correction		

Source : Processed Primary Data (2025)

Based on table 1, obtained results mark *Asymp . Sig.* (2-tailed)  $0.054 > 0.05$ . This is show that the data is distributed normally .

#### Multicollinearity Test

According to Ghozali (2018) , multicollinearity test used as technique in test there is or whether or not the regression model between variables independent. If the VIF is less from 0.10 and the value *tolerance* above 0.10 then variables it is said no there is multicollinearity.

**Table 2 Multicollinearity Test Results**

Model	Coefficients*				Sig.	Collinearity Statistics	
	Unstandard dized Coefficients		Standardized Coefficient cients			Tolerance	VIF
	B	Std. Error	Beta	t			
1 (Constant)	7,954	1,112		7,150	.000		
<i>Perceived Creativity</i>	.327	.027	.534	12,158	.000	.256	3,905
Social media	.146	.027	.169	5,477	.000	.520	1,924

<i>Perceived Behavior Control</i>	.314	.048	.271	6,487	.000	.282	3,543
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a. *Dependent Variable: Interest in Entrepreneurship*

Source : Processed Primary Data (2025)

Based on table 2, concluded test results that mark *Variance Inflation Factor (VIF)* of third variables free < 10. That thing indicates that no there is strong relationship between variables dependent. Then, the value *Tolerance Value (TV)* > 0.10 which can interpreted that on the third variables free no happen.

### Heteroscedasticity Test

According to (Ghozali, 2018) heteroscedasticity test aim for know whether variance from residual nature constant or precisely changeable from one observation to observation others. Research this using glacier test with assumptions if significant on variables independent > 0.05 then stated that variables the free from heteroscedasticity.

**Table 3 Heteroscedasticity Test Results**

<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>		<i>T</i>	<i>Sig.</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>			
	(Constant)	3,427	.667			
<i>Perceived Creativity</i>	-.028	.016	-.171		1,745	.082
Social media	.016	.016	.071		1,028	.304
<i>Perceived Behavior Control</i>	-.046	.029	-.146		-1,568	.118

a. *Dependent Variable: ABSRES*

Source : Processed Primary Data (2025)

Based on test results in table 3, obtained results *Sig.* which is more big from 0.05. So, it is concluded that from third variables free no happen symptom heteroscedasticity.

### Multiple Linear Regression Test

For analyze about interaction between independent variables (X) and variables (Y) interact one each other, method general statistics used namely analysis multiple linear regression (Ghozali,

2018) . Based on results coefficient regression, can concluded that third variables free in study This show connection positive to variables tied.

### Partial Test (t-Test)

Ghozali, 2018 explains that the t test is used for analyze how influence from each independent variable individually individual in explain variations that occur in variables dependent. The following is the results of the t-test that have been conducted in research this:

**Table 4 t-Test Results**  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig
1	(Constant)	7,954	1,112		7,150	.000
	Perceived Creativity	.327	.027	.534	12,158	.000
	Social media	.146	.027	.169	5,477	.000
	Perceived Behavior Control	.314	.048	.271	6,487	.000

a. Dependent Variable: Interest in Entrepreneurship

Source : Processed Primary Data (2025)

Based on table 4, can concluded that variables *Perceived Creativity* ( $X_1$ ) has influence positive and significant on Intention in Entrepreneurship (Y), *Social Media* ( $X_2$ ) own influence positive and significant towards Entrepreneurial Intention (Y), as well as *Perceived Behavior Control* ( $X_3$ ) has influence positive and significant towards Entrepreneurial Intention (Y).

### Coefficient Test Determination ( $R^2$ )

Coefficient test determination used For measure how much big ability a regression model in explain variations that occur in variables dependent (Ghozali, 2018) . Based on the tests that have been carried out done , obtained mark *Adjusted R Square* of 0.811. This figure show that contribution influence from variables *Perceived Creativity*, *Social Media*, and *Perceived Behavior Control* to Entrepreneurial Intention Variable reached 81.1%. with thus, there are amounting to

18.9% variation from Entrepreneurial Intention explained by factors besides in the research model this.

### D. CONCLUSIONS

Based on results analysis and discussion, conclusions from research that has been done is *perceived creativity*, *social media*, *perceived behavior control* each individually partial influential significant to entrepreneurship intention in generation Z of Madiun City.

### E. SUGGESTIONS

For study next expected can evaluate variables besides variables in study this namely *Perceived Creativity*, *Social Media*, *Perceived Behavior Control*, which is expected can more perfect results study.

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