

THE INFLUENCE OF SOCIAL MEDIA USE, E-COMMERCE, AND KOREAN WAVE ON THE ENTREPRENEURIAL INTEREST OF DHARMA ANDALAS UNIVERSITY STUDENTS

Loli Amanda Putri, Lucy Chairoel¹

Universitas Dharma Andalas
Jl. Sawahan No.103, Padang, Indonesia

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ABSTRACT

Background: Unemployment remains a persistent issue that could be mitigated through entrepreneurship. One cause was the lack of interest in and awareness of entrepreneurship among students.

Purpose: This study's objective is to assess the impacts of social media usage, E-commerce, and the Korean wave on the entrepreneurial interest of students at Dharma Andalas University

Design/methodology/approach: A quantitative approach was employed with a sample of 133 students from the University of Dharma Andalas. Data were gathered through online questionnaires and analyzed using multiple linear regression in SPSS.

Findings/Results: The research outcomes reveal that (1) the use of social media has a positive and significant effect on the entrepreneurial interest of students at Dharma Andalas University; (2) e-commerce has a positive and significant effect on the entrepreneurial interest of students at Dharma Andalas University; (3) the Korean wave has a positive and significant effect on the entrepreneurial interest of students at Dharma Andalas University; and (4) the use of social media, E-commerce, and Korean wave has a positive and significant effect on the entrepreneurial interest of students at Dharma Andalas University.

Conclusion: Students are encouraged to leverage social media, E-commerce, and the Korean wave for entrepreneurial opportunities, with universities supporting them through training and offering business incubators.

Originality/value: This study offers a novel contribution by highlighting the importance of the Korean Wave in entrepreneurship.

Keywords: social media, e-commerce, korean wave, business, entrepreneurial interest

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¹Corresponding author:

Email: lucy.chairoel69@gmail.com

INTRODUCTION

Students' entrepreneurial interest is crucial in addressing unemployment, given Indonesia's high unemployment rate of 4.76% (BPS, 2025). A similar situation can be observed in West Sumatra, where many educated individuals remain unemployed, including at the university level, which has increased by 1.63%. In comparison, the diploma level also increased (1.37%) from February to August 2024.

Therefore, universities are expected to play a key role in workforce preparation by ensuring that students can apply and develop the knowledge they have acquired (Widyawati et al. 2022). One of the most effective ways to address graduate unemployment is to encourage students to pursue entrepreneurship, which is a major driver of job creation, innovation, and economic growth (Gultom, 2021).

Entrepreneurial interest refers to an individual's enthusiasm and willingness to independently pursue business opportunities without external coercion (Maisan & Nuringsih, 2021). Therefore, students are the primary target for entrepreneurship development in Indonesia (Aisyah et al. 2023). Having an entrepreneurial spirit not only provides students with opportunities to earn additional income but also contributes to creating job opportunities and reducing unemployment rates.

According to Sari (2024), entrepreneurship is an independent business activity that involves the creation of ideas, production, marketing, and management of business. A country's economy can be improved through entrepreneurial activities (Cahayani et al. 2022). According to Cahayani (2022) and Masturah (2021), entrepreneurial interest refers to an individual's willingness and motivation to establish, manage, and operate a business with the readiness to face risks and the drive to pursue innovative opportunities.

To explain how entrepreneurial interest is formed, one of the most widely applied frameworks is the Theory of Planned Behavior (TPB), developed by Ajzen (1991). This theory posits that entrepreneurial intention is determined by three interrelated factors: attitudes towards entrepreneurship, subjective norms reflecting social pressures or support from significant others, and perceived behavioral control, which refers to an

individual's belief in their capability to utilize resources and seize business opportunities. These three factors jointly shape entrepreneurial intention; thus, external aspects such as social media, e-commerce, and cultural exposure may be understood as drivers that reinforce the constructs of TPB.

Technological advancement and digitalization, for instance, have a profound effect on students' entrepreneurial interests, particularly through the utilization of social media. Social media functions not merely as a communication tool but also as a medium that strengthens subjective norms by enabling interaction, information sharing, and the formation of social opinions that influence entrepreneurial decisions (Aisyah et al. 2023); (Sukoningtiyas & Subiyantoro, 2023); (Widyawati et al. 2022); (Cahayani et al. 2022); (Tosepu, 2018).

Additionally, E-commerce enhances perceived behavioral control by offering tools that make business management easier, more efficient, and accessible to wider markets. Through various digital platforms, e-commerce enhances perceived behavioral control, as individuals feel more capable of managing a business independently, with lower operational costs and wider consumer reach (Fidhyallah, 2023); (Fidhyallah, 2021); Mahadewi & (Gultom, 2021). This accessibility increases confidence and the perceived ability to maintain effective business management skills.

Beyond technological factors, cultural exposure plays a significant role in shaping positive attitudes towards entrepreneurship. The widespread consumption of Korean products creates promising business opportunities while simultaneously fostering favorable consumer attitudes towards these products. The enthusiasm of Indonesian consumers for Korean culture motivates entrepreneurs to establish ventures aligned with these cultural trends, thereby reinforcing entrepreneurial intentions (Masturah et al. 2021; Anggarini, 2021).

The unemployment rate in Indonesia, particularly among university graduates, remains relatively high. Data show that higher-education graduates dominate unemployment figures. Despite various efforts, students' interest in entrepreneurship remains low (Gultom, 2021). This is due to a lack of understanding among students regarding entrepreneurship and the importance of innovation in business operations (Chairoel et al.

2023). In addition, students have not fully optimized the use of social media and e-commerce as tools to develop business ventures. Popular culture trends, such as the Korean wave, which hold great potential for business opportunities, have also not been maximally utilized by students as inspiration to create new ventures. These issues form the basis for the importance of this study. This study differs from previous research in that it incorporates the Korean Wave as a variable. As in the research performed by Mahadewi (2023), only discussed the use of social media and e-commerce, while the research conducted by Isnainy (2024) only focused on the Korean wave, fan entrepreneurship, and social media. In addition, there has been no comprehensive analysis that simultaneously explores the influence of social media usage, e-commerce, and the Korean Wave on entrepreneurial interest.

Therefore, the researcher intends to examine the simultaneous impact of social media, E-commerce, and the Korean wave on the entrepreneurial interest of students at Dharma Andalas University. The expected result of providing empirical evidence is that these three factors significantly contribute to shaping entrepreneurial interests.

METHODS

This study employed a descriptive quantitative method using a survey approach. This study focused on students at Dharma Andalas University, situated at No. 103 Sawahan Street, Simpang Haru, East Padang District, Padang, Indonesia. Primary data were used. Data were collected through the distribution of online questionnaires using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The population consisted of 2,299 students, and the sample size was 133 students.

The sampling procedure employed a multistage approach using snowball sampling, in which participants were encouraged to disseminate the online questionnaire to their peers. The questionnaire was distributed through class announcements and WhatsApp groups to ensure accessibility and a broader coverage. Participants were recruited through classes, with the criteria being active students of Dharma Andalas University who had completed the entrepreneurship course.

Multiple linear regression was chosen because it provided a comprehensive framework for testing the combined and individual effects of predictors, which aligned with our research objective. Before conducting the regression analysis, diagnostic tests were performed to ensure that the model assumptions were met, including tests for normality, multicollinearity, and heteroscedasticity. This approach was particularly useful for assessing the combined and individual effects of variables such as social media usage, e-commerce, and the Korean Wave on entrepreneurship interest. SPSS (Statistical Package for the Social Sciences) was widely used statistical software. It was frequently employed in research for data processing and analysis and was a widely used statistical software that provides comprehensive tools for regression analysis, enabling accurate calculation of coefficients, significance values, and model fit indicators. SPSS was used to ensure a systematic and reliable evaluation of the proposed hypotheses, thereby justifying the use of multiple linear regression over alternative methods.

More people are realizing how social media may help businesses and are empowering small enterprises to transform their customer communications, advertise goods and services, and engage with clients to foster beneficial interactions. According to the theory of planned behavior (TPB), perceived behavioral control is a significant determinant of entrepreneurial intention. Social media provides ease of use in promoting products, expanding networks, and reaching customers at a relatively low cost. This perceived convenience strengthens individuals' belief that utilizing social media will support the success of their business, thereby enhancing entrepreneurial interest. This argument is supported by previous studies (Isnainy et al. 2024); (Mahadewi & Sari Widhiyani, 2023); (Sukoningtiyas & Subiyantoro, 2023); (Eswanto & Siti, 2018), which indicate that the use of social media has a significant effect on entrepreneurial interest. Based on past discoveries, the primary speculation is as follows:

H1: It is suspected that the use of social media has a positive and significant effect on entrepreneurial interest

E-commerce is the practice of purchasing, selling, bartering, or swapping products, services, and information using a computing system, including the internet (Darlis et al. 2021). Within the theory of planned behavior (TPB), attitude towards behavior is an essential determinant of entrepreneurial interest.

E-commerce generates a positive attitude as it offers efficiency in transactions, wider market access, and higher profit opportunities for companies. These favorable evaluations encourage individuals to consider e-commerce as a viable and attractive option for entrepreneurship. This argument is supported by previous studies (Mahadewi & Sari Widhiyani, 2023); (Fidhyallah, 2021); (Maisan & Nuringsih, 2021). Based on the findings of past inquiries, moment speculation can be proposed as follows:

H2: It is suspected that E-commerce has a positive and significant impact on entrepreneurial interest.

In general, the Korean Wave has significantly influenced individuals to engage with and study various aspects of Korean culture (Isnainy et al. 2024). They see that nowadays, not only official products are promising for sale, but they can also sell other Korean wave products, such as K-fashion or K-food, because these are no longer unfamiliar to consumers (Masturah et al. 2021). The influence of the Korean wave can be explained through subjective norms in the Theory of Planned Behavior (TPB). The growing social trend and collective Enthusiasm for Korean-related products (such as fashion, food, and cosmetics) create social pressure and expectations that individuals should participate in related business activities. This normative influence motivates individuals to engage in entrepreneurship in Korean wave-based industries. Considering the outcomes of Masturah (2021) and Isnainy (2024), it seems that the Korean wave has a positive and significant impact on entrepreneurial interest. Therefore, considering previous study outcomes, we can propose the third speculation, namely:

H3: It is suspected that the Korean wave has a positive and significant influence on entrepreneurial interest.

According to the Theory of Planned Behavior (TPB), entrepreneurial interest is shaped by attitude, subjective norms, and perceived behavioral control. Social media enhances perceived behavioral control by reducing barriers to business, e-commerce fosters positive attitudes through efficiency and expanded market access, the Korean wave reinforces subjective norms through cultural trends and social influence. Taken together, these factors are expected to have a positive influence on entrepreneurial interest. From previous research where E-commerce and social media usage significantly and favorably influence entrepreneurial enthusiasm, this is supported by the study (Mahadewi

& Sari Widhiyani, 2023) and previous research on the Korean wave having a favorable and noteworthy effect on interest in entrepreneurship, backed by (Isnainy et al. 2024) and (Masturah et al. 2021). Based on the findings of past inquiries, moment speculation can be proposed as follows:

H4: It is suspected that the use of social media, e-commerce, and the Korean wave has a positive and significant impact on entrepreneurial interest.

A framework illustrating how e-commerce, social media, and the Korean wave impact entrepreneurial interest is presented in Figure 1. The Theory of Planned Behaviour, particularly in explaining behavioural intention, along with the studies of Mahadewi & Sari (2023) and Masturah (2021), provides additional support for this approach.

RESULTS

Respondent Profile

Based on Table 1, the findings indicate that although 90% of respondents have not yet established a business, they exhibit considerable entrepreneurial potential. The use of Instagram (50.4%) and TikTok (47.8%) indicates substantial opportunities for utilizing social media as a medium for digital business promotion. The predominance of Shopee, 65.4% reflects respondents' confidence in this E-commerce platform, which may effectively facilitate entrepreneurial activities. Moreover, the majority interest in the Korean wave (62.4%) demonstrates the influence of global cultural trends that could create opportunities within the creative industries. This data supports the idea that social media, e-commerce, and the Korean Wave have the potential to influence the entrepreneurial interest of students at Dharma Andalas University.

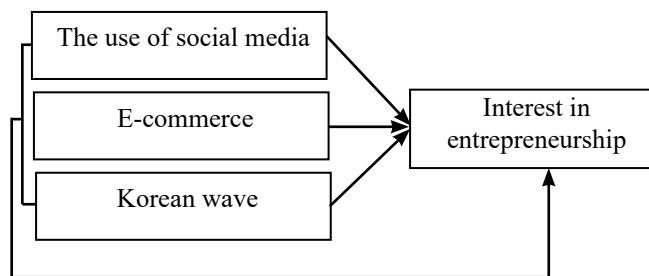


Figure 1. Conceptual framework

Instrument Test (validity test and reliability test)

Validity assessment's outcomes show that the r-value for every question on the survey is greater than the r-table (0.3610). This indicates that every indication across all questions is declared valid. Meanwhile, the reliability assessment's outcomes demonstrate that Cronbach's Alpha for every variable surpasses 0.60, indicating that the research is reliable for use in this study.

The results of the first validity test (Table 2) identified one invalid item in the social media usage variable, one in the e-commerce variable, and one in the entrepreneurial interest variable, thus requiring a second validity test. The results of reliability test after the second validity test in Table 3.

Classic Assumption Test

Normality Test

This study's normalcy assessment utilizes the Probability plot (P-P Plot). In this approach, the normal distribution forms a straight oblique line. If the data are dispersed and align with the line pattern, this indicates a normal distribution. Conversely, if the data are widely dispersed or deviate from the expected pattern, they are regarded as not following a normal distribution. The results of the normality test are presented in Table 4.

The normality test is performed using the Kolmogorov-Smirnov method. The significance value is 0.386, which is greater than 0.05. Therefore, the results indicate that the data in this assessment are normally distributed and free from violations of the normality assumption. In Figure 2, most points are very close to the line, and some even touch the line. Thus, it can be determined that the data used follows a normal distribution or is normally distributed

Multicollinearity Test

Assessing multicollinearity is analyzed using the VIF and the Tolerance value. Multicollinearity can happen if the $VIF \geq 5$ and $Tolerance \leq 0.10$ (Ghozali, 2018). Table 5 shows that all Tolerance values are greater than the default value, which is confirmed as 0.10. Meanwhile, the VIF values also show below 10. It may be determined that there is no multicollinearity issue between the independent and the dependent variable.

Heteroscedasticity Test

Testing for heteroscedasticity is done using scatterplot graph analysis. If a particular pattern exists, like points establishing a pattern, then heteroscedasticity is produced; conversely, if there is no discernible pattern or if the points are dispersed both higher and lower than the Y-axis, then heteroscedasticity has not occurred. From Figure 3, it is apparent that there is a lack of distinct patterns. This is evident from the distribution, which fluctuates above and below zero without forming a different pattern. Thus, it could be said that heteroscedasticity doesn't happen.

Table 1. Respondent characteristics

	Explanation	Amount	Percentage (%)
Having a business	Already	13	10%
	Not yet	120	90%
Social media is widely used	Tiktok	63	47,8%
	Instagram	67	50,4%
	Twitter	3	2,3%
E-commerce widely used	Shopee	87	65,4%
	Tokopedia	25	18,8%
	Lazada	17	12,8%
	Bukalapak	4	3,0%
Liking the Korean wave	Yes	83	62,4%
	No	50	37,6%

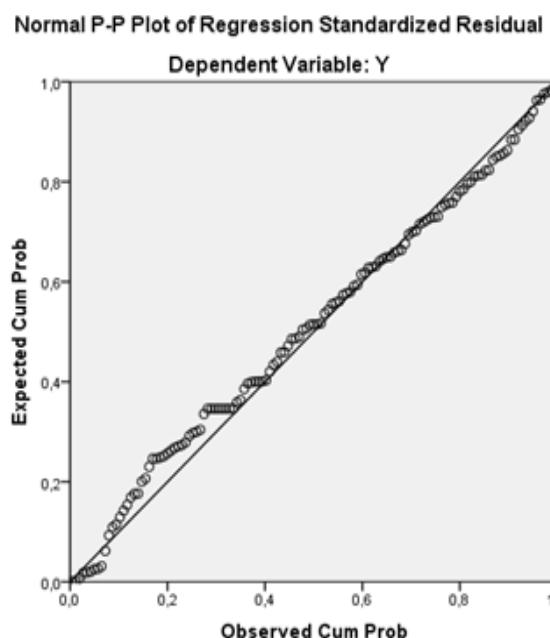


Figure 2. Normality Test with P-P Plot

Table 2. First validity test

Variable	Statement	First Validity test		Information	Second Validity Test		Information
		r-count	r-table		r- count	r-table	
Social media	X1.1	0.491	0.3610	Valid	0.495	0.3610	Valid
	X1.2	0.120	0.3610	Invalid	-	-	Deleted
	X1.3	0.441	0.3610	Valid	0.476	0.3610	Valid
	X1.4	0.520	0.3610	Valid	0.651	0.3610	Valid
	X1.5	0.522	0.3610	Valid	0.667	0.3610	Valid
	X1.6	0.636	0.3610	Valid	0.489	0.3610	Valid
	X1.7	0.527	0.3610	Valid	0.542	0.3610	Valid
	X1.8	0.483	0.3610	Valid	0.495	0.3610	Valid
E-commerce	X2.1	0.634	0.3610	Valid	0.632	0.3610	Valid
	X2.2	0.309	0.3610	Invalid	-	-	Deleted
	X2.3	0.403	0.3610	Valid	0.406	0.3610	Valid
	X2.4	0.641	0.3610	Valid	0.643	0.3610	Valid
	X2.5	0.666	0.3610	Valid	0.653	0.3610	Valid
	X2.6	0.511	0.3610	Valid	0.574	0.3610	Valid
	X2.7	0.422	0.3610	Valid	0.376	0.3610	Valid
	X2.8	0.396	0.3610	Valid	0.426	0.3610	Valid
Korean wave	X3.1	0.444	0.3610	Valid	0.479	0.3610	Valid
	X3.2	0.525	0.3610	Valid	0.405	0.3610	Valid
	X3.3	0.521	0.3610	Valid	0.527	0.3610	Valid
	X3.4	0.702	0.3610	Valid	0.584	0.3610	Valid
	X3.5	0.634	0.3610	Valid	0.601	0.3610	Valid
	X3.6	0.616	0.3610	Valid	0.542	0.3610	Valid
	X3.7	0.508	0.3610	Valid	0.454	0.3610	Valid
	X3.8	0.476	0.3610	Valid	0.472	0.3610	Valid
Entrepreneurship	Y .1	0.524	0.3610	Valid	0.552	0.3610	Valid
	Y. 2	0.609	0.3610	Valid	0,673	0.3610	Valid
	Y.3	0.516	0.3610	Valid	0,516	0.3610	Valid
	Y.4	0.328	0.3610	Invalid	-	-	Deleted
	Y.5	0.363	0.3610	Valid	0,472	0.3610	Valid
	Y.6	0.578	0.3610	Valid	0,591	0.3610	Valid
	Y.7	0.543	0.3610	Valid	0,569	0.3610	Valid
	Y.8	0.591	0.3610	Valid	0,636	0.3610	Valid
	Y.9	0.582	0.3610	Valid	0,529	0.3610	Valid
	Y.10	0.552	0.3610	Valid	0,631	0.3610	Valid

Table 3. The results of reliability test after the second validity test

Variable	Cronbach's Alpha	Standard Alpha	Notes
Social media X1	0.881	0.60	Reliable
E-commerce X2	0.834	0.60	Reliable
Korean wave X3	0.926	0.60	Reliable
Entrepreneurship Y	0.862	0.60	Reliable

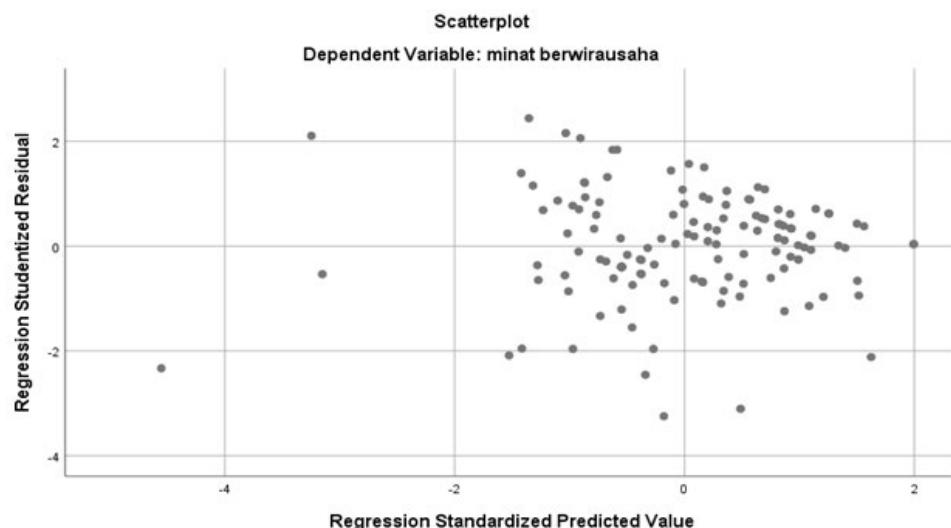


Figure 3. Heteroscedasticity test

Table 4. Normality test (Kolmogorov-Smirnov test)

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		133
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.68691145
Most Extreme Differences	Absolute	.078
	Positive	.038
	Negative	-.078
Kolmogorov-Smirnov Z		.905
Asymp. Sig. (2-tailed)		.386

note: ^aTest distribution is Normal; ^bCalculated from data.

Table 5. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
The use of social media (X1)	.431	2.320
E-commerce (X2)	.432	2.316
Korean wave (X3)	.957	1.045

Based on the results of the Glejser test shown in the Table 6, the significance values (sig) for variables social media (X1) 0.794, E-commerce (X2) 0.428, and Korean wave (X3), 0.620. Are all greater than 0.05? This indicates that there is no evidence of heteroscedasticity in the regression model. Therefore, the model fulfils the classical assumption of homoscedasticity and is appropriate for further analysis.

Multiple Linear Regression Analysis

This analysis is the technique utilized in this investigation. The goal of this analysis is to ascertain the influence of social media usage, E-commerce, and the Korean wave on entrepreneurial interest. Considering Table 7 and Table 8, the subsequent multiple linear regression formula is obtained:

$$Y=6.323 + 0.503X1 + 0.347X2 + 0.179X3$$

Table 6. Heteroscedasticity Test (Glejser test)

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.407	1.749		3.091	.002
X1	.026	.099	.050	.261	.794
X2	-.080	.100	-.159	-.795	.428
X3	.018	.037	.094	.497	.620

a. Dependent Variable: ABS_RES

Table 7. Multiple Linear Regression Analysis

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta			Tolerance VIF
1 (Constant)	6.323	2.694		2.347	.020	
The use of social media (X1)	.503	.164	.324	3.075	.003	.431 2.320
E-commerce (X2)	.347	.146	.249	2.367	.019	.432 2.316
Korean wave (X3)	.179	.059	.216	3.055	.003	.957 1.045

a. Dependent Variable: Interest in entrepreneurship (Y)

Table 8. Confidence Interval test

Model	Coefficients ^a		
	95.0% Confidence Interval for B		
		Lower Bound	Upper Bound
1 (Constant)		.994	11.652
X1		.180	.827
X2		.057	.636
X3		.063	.295

a. Dependent Variable: Y

1. Constant ($\alpha=6.323$) indicates that when social media, E-commerce, and the Korean wave are assumed to be zero, the baseline level of entrepreneurial interest is 6.323
2. Social media (X1) has a positive and significant effect on entrepreneurial interest with a coefficient value of $B = 0.503$ (sig 0.003, 95% CI (0.180, 0.827)). This shows that higher utilization of social media is strongly associated with greater entrepreneurial interest.
3. E-commerce (X2) shows a positive and significant effect with a coefficient value of $B = 0.347$ (sig 0.019, 95% CI (0.057, 0.636)). This finding suggests that adopting E-commerce platforms contributes to an increase in entrepreneurial interest.
4. Korean wave (X3) also has a positive and significant effect with a coefficient value of $B = 0.179$ (sig 0.003, 95% CI (0.063, 0.295)). This implies that cultural trends and consumer demand influenced by the Korean wave encourage individuals' entrepreneurial interest.

Hypothesis Testing

Partial (t) Test

The goal of the t-test is to evaluate the significance of the independent effect on the dependent variable. The significance probability is compared with alpha 0.05. Testing criteria: if sig. $> \alpha$ (0.05) then H_0 is accepted, H_a is rejected, and the opposite is true if the significance

$< \alpha (0.05)$ then H_0 is rejected, H_a is accepted. Here are the test outcomes:

1. That use of social media (X_1) has a regression coefficient of 0.503 with a significance value of 0.003 (< 0.05). Indicating a positive and significant effect on entrepreneurial interest. This finding is consistent with the Theory of Planned Behavior, as exposure to information and interactions through social media fosters a positive attitude towards the behavior and enhances perceived behavioral control, thereby strengthening student interest in entrepreneurship.
2. The E-commerce variable (X_2) has a regression coefficient of 0.347 with a significance value of 0.019 (< 0.05), indicating a positive and significant influence on entrepreneurial interest. Consistent with the Theory of Planned Behavior, the accessibility and opportunities of e-commerce platforms are shown to reinforce perceived behavioral control, which in turn promotes individuals' confidence to engage in entrepreneurship
3. The Korean Wave variable (X_3) has a regression coefficient of 0.179 with a significance value of 0.003 (< 0.05), indicating a positive and significant influence on entrepreneurial interest. In line with the Theory of Planned Behavior, the Korean wave shapes subjective norms through the influence of popular culture and consumer trends, encouraging students to perceive entrepreneurship as a socially endorsed and desirable option.

Simultaneous Test (F)

Simultaneous hypothesis testing (F) with a significance level of 0,05 indicates whether the regression model is statistically significant, showing that the independent variables collectively influence the dependent variable. From Table 9, it can be seen that this test was conducted by comparing the f_{value} (26.698) $>$ the f_{tabel} df = k-1 (2.674) and the significance (0.000) < 0.05 , thus H_0 is rejected, and H_a is accepted. This implies that social media, e-commerce, and the Korean wave collectively contribute to entrepreneurial interest.

Coefficient of Determination (R^2)

This testing, measured by the determination (R^2), ranges from 0 to 1, approaching 1 or 100%, indicating a greater impact of the independent variable on the dependent variable. In models with several independent variables,

the Adjusted R^2 provides a more accurate measure of influence than the R^2 (Ghozali, 2018).

Based on Table 10, referring to the preceding data, the adjusted square is 0.369. Accordingly, social media usage, e-commerce, and the Korean wave account for 36.9% of entrepreneurial interest, with the remaining 63.1% shaped by additional factors, including self-efficacy, family influence, peer influence, social influence, and the family's financial background

The influence of social media usage on entrepreneurial interest

The hypothesis test result indicates that social media usage has a positive and statistically significant effect on entrepreneurial interest ($\beta = 0.503$, $P = 0.003$), highlighting not only significance but also the substantial magnitude of the effect. This finding can be understood through the TPB, as social media reduces barriers and enhances perceived behavior control, while also facilitating opportunity recognition through wider access to markets and networks. Practically, the findings underscore the importance of social media literacy in entrepreneurship education. The conclusions of this investigation are consistent with those of studies carried out by Sukoningtiyas (2023), Mahadewi (2023), and Cahayani (2022), which found that social media use is a characteristic that significantly and favorably influences entrepreneurial interest.

The influence of E-commerce on entrepreneurial intention

The hypothesis test indicates that E-commerce has a positive and significant effect on entrepreneurial interest ($\beta = 0.347$, $P = 0.019$), demonstrating both significance and the magnitude of the effect. This outcome supports the TPB, as E-commerce lowers entry barriers and enhances perceived behavioral control, and is consistent with transaction cost theory, by reducing operational and marketing costs. Practically, the findings highlight the importance of integrating E-commerce literacy into entrepreneurship education to strengthen students' digital entrepreneurial skills. The outcomes of this inquiry have been reinforced by research done by Aisyah (2023), Maisan (2021), and Fidhyallah (2021), which also confirms the favorable influence of E-commerce on entrepreneurial interest.

Table 9. Simultaneous Test (F)

ANOVAa					
Model		Sum of Squares	df	Mean Square	F
1	Regression	1114.073	3	371.358	26.698
	Residual	1794.318	129	13.909	
	Total	2908.391	132		

a. Dependent Variable: Interest in entrepreneurship (Y)

b. Predictors: (Constant), Korean wave (X3), E-commerce (X2), the use of social media (X1)

Table 10. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.619 ^a	.383	.369	3.72954

a. Predictors: (Constant), Korean wave (X3), E-commerce (X2), the use of social media (X1)

b. Dependent Variable: Interest in entrepreneurship (Y)

The influence of the Korean wave on entrepreneurial interest

The Korean wave has a positive and significant influence on entrepreneurial interest ($\beta = 0.179$, $P = 0.003$), although its effect size is relatively smaller compared to the other variables. This result can be explained through the TPB, particularly in relation to subjective norms, whereby the popularity of Korean culture encourages consumption trends and shapes social expectations towards Korea-related products. Such developments create new entrepreneurial opportunities that can be utilized by students and strengthen their intention to engage in business. These findings are consistent with the study carried out by Isnainy (2024); Masturah (2021) found that the variable of the Korean wave has a positive and significant effect on the desire to start a business.

The influence of social media usage, e-commerce, and the Korean wave on entrepreneurial interest

Simultaneously, social media use, e-commerce, and the Korean wave exert a significant influence on entrepreneurial interest ($F = 26.698$, $p < 0.001$; $R^2 = 0.369$). These three variables collectively account for 36.9% of the variance in students' entrepreneurial interest, whereas the remaining 63.1% is attributable to other factors, such as personal attitudes, family support, social environment, and risk-taking propensity. These findings support the TPB, as the combination of attitudes formed through cultural trends, subjective norms, and perceived behavioral control facilitated by digital media collectively reinforces student entrepreneurial intentions.

Managerial Implications

Based on the findings, several managerial implications can be highlighted. First, the management of Dharma Andalas University should optimize the use of social media platforms as a medium for entrepreneurship education by integrating digital literacy and online marketing strategies into their curriculum. Second, universities should facilitate e-commerce training and practice-based learning, enabling students to develop practical skills in digital business operations, including online sales, payment systems, and customer engagement. Third, the popularity of the Korean Wave can be utilized as a creative driver, for example, by encouraging students to design products or services inspired by cultural trends that appeal to young consumers. More broadly, collaboration with government agencies, business incubators, and industry partners is required to create a supportive ecosystem that strengthens student entrepreneurial competencies.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This study concludes that social media usage, E-commerce, and the Korean wave each exert a positive and significant influence on students' entrepreneurial interest. Social media and e-commerce demonstrate relatively stronger effects, while the Korean Wave contributes positively to a lesser degree. Collectively, these three variables explain 36.9% of the variation in entrepreneurial interest, with the remainder shaped by other factors not addressed in this study. These findings

highlight that digital platforms and cultural trends provide valuable opportunities to stimulate students, and universities should integrate these aspects into entrepreneurship development programs.

Recomendations

This study recommends that universities prioritize structured entrepreneurial training to enhance student competence in social media management, digital marketing, and creative content production, supported by the provision of business incubators that offer mentoring, facilities, and resources to transform entrepreneurial ideas into feasible ventures. While simultaneously encouraging the strategic utilization of popular Korean trends as market opportunities, the systematic integration of these priorities – skills development, incubation, and cultural trend exploitation – will enable students to acquire not only a theoretical understanding but also practical capabilities and competitive insight to convert entrepreneurial interest into sustainable business initiatives.

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