



Investigating the Impact of Social Media Activeness
and Mastery on e-Marketing on Students'
Entrepreneurial Interest



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The Background of the Study (1)

- In Indonesia, there were about 132 million internet users in 2017 (www.statista.com, 2017). They were dominated by millennial or Z generations who were born in the digital age.
- It makes online marketplaces, such as Shopee, Bukalapak, OLX, etc. are getting more popular.
- For education, it is a positive gap for the youths because they can be encouraged to be online entrepreneurs.
- Therefore; it needs a study to understand the factors which can influence students' entrepreneurial interest to be online entrepreneurs since self-employment movement should be supported.

The Background of the Study (2)

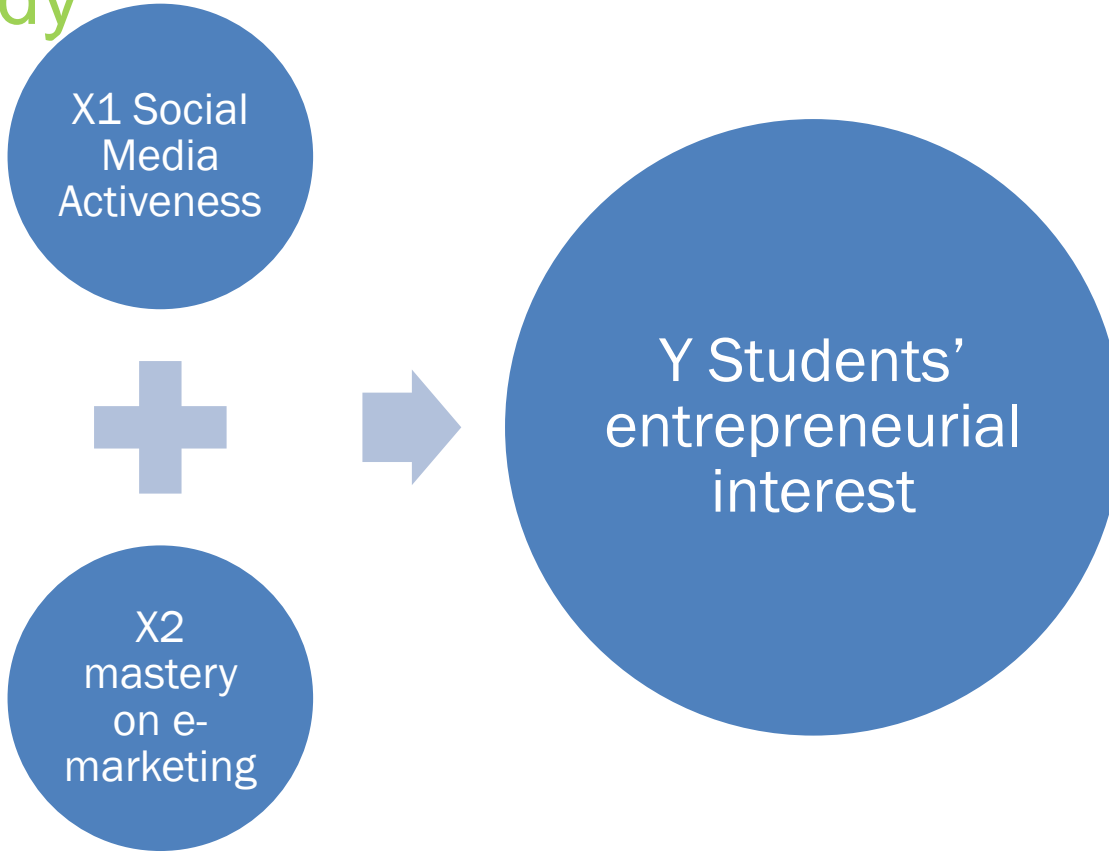
- There were 2 independent variables of the study; they were social media activeness and mastery on e-marketing, and 1 dependent variable; it was students' entrepreneurial interest.
- Noorshella, Maria and Nursalihah (2017) stated that in order to promote entrepreneurial activities among student entrepreneurs, it needs social media as a business platform, programs and policies.
- Fadlilah, Wahyuni and Nugroho (2016) revealed that online marketing learning gives positive influence on students' online entrepreneurship interest.



The Hypotheses of the Study

- H1 Social media activeness significantly influences students' entrepreneurial interest.
- H₂ mastery on e-marketing significantly influences students' entrepreneurial interest.
- H3 social media activeness and mastery on e-marketing simultaneously influence students' entrepreneurial interest.

The Theoretical Frameworks of the Study



Literature Review (1)

- The domination of Web 2.0 technologies and social media has led Internet users to encounter a vast amount of online exposure, and one of the most important is social networking. Social networking through online media can be understood as a variety of digital sources of information that are created, initiated, circulated, and consumed by Internet users as a way to educate one another about products, brands, services, personalities and issues (Chauhan and Pillai 2013)
- Nguyen (2017) stated that Indonesia is almost 3 times over the global average with a 51% growth year-on-year .There were leading social platform with active users, they were Facebook WhatsApp, and twitter.

Literature Review (2)

- The term 'e-marketing' refers to the use of ICT by firms to undertake marketing and promotion that complement e-commerce and e-business strategies. (Tim, 2015). the use of e-marketing technology is relatively a new concept, particularly for organizations working in the developing countries, who have inadequate resources and tough competition (Sheikh, 2017)

Method of Investigation

Population and Sample

The population of the study was 7th semester students majoring in Marketing Management of the Faculty of Economics in Universitas Negeri Semarang; 84 students were taken as the samples.

The Research Instrument

Types of data used in this study are primary data. collected by distributing questionnaires.

The Research Analysis Methods

Statistical Package for Social Sciences (SPSS) version 23.0.

Statistical techniques: Descriptive Statistics, and Multiple Linear Regression Analysis Test.

The Results of the Study (1)

Table 1 Simultaneous Test Result (F test) ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	632.397	2	316.199	15.632	.000 ^b
	Residual	1638.412	81	20.227		
	Total	2270.810	83			

a. Dependent Variable: entrepreneurial_interest

b. Predictors: (Constant), social_mediaactiveness, masteryon_emarketing

It means that that simultaneously, the variables X_1 (Social media activeness), X_2 (Mastery on e-marketing), influenced the variable Y (Students' entrepreneurial interest) because the significance was $0.000 < 0.05$

The Results of the Study (2)

Table 2 The Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26.171	4.163		6.286	.000
	social_mediaac tiveness	.163	.059	.262	2.751	.007
	masteryon_em arketing	.351	.067	.498	5.216	.000

Based on multiple linear regression analysis on the table above; the multiple linear regression equation was: $Y = 26.171 + 0.163 X_1 + 0.351 X_2 + e$. It means that X_1 and X_2 were significant to influence Y .

The Results of the Study (3)

Table 3
The Result of Simultaneous Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.528 ^a	.278	.261	4.497

It shows Adjusted R Square value was $0.261 = 26.1\%$. It means that the dependent variable of Students' entrepreneurial interest can be explained by the variation of the two independent variables; Social media activeness, and Mastery on e-marketing. While the remaining 78.9% influenced by other factors which did not examine in this study.



The Results of the Study (4)

Table 4
The Calculation Result of Partial Determination Coefficient

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)					
	social_mediaactivenes s	.190	.292	.260	.979	1.022
	Masteryon_emarketing	.459	.501	.492	.979	1.022

It means that partially social media activeness influenced to students' entrepreneurial interest for $(0.292)^2 \times 100\% = 8.53\%$. Then mastery on e-marketing influences to students' entrepreneurial interest variable for $(0.501)^2 \times 100\% = 25.10\%$.

Discussion (1)

- H1 Social media activeness significantly influenced students' entrepreneurial interest was accepted
- H₂ mastery on e-marketing significantly influenced students' entrepreneurial interest was accepted.
- H3 social media activeness and mastery on e-marketing simultaneously influenced students' entrepreneurial interest was accepted.

Discussion (2)

- Social media activeness gave less contribution than mastery on e-marketing. it happened because the social media users only understood to get interactions and communications for personal affairs. They did not understand how to be online entrepreneurs on online marketplace.
- Some students revealed that they would produce and sell the products diligently by having the seller account at the marketplace if they knew strategy, procedure, and other materials related to e-marketing.
- There were some famous online marketplace in Indonesia which can be used to market the products; such as Buka lapak, Duniahalal, Shopee, and OLX.

Conclusion and Suggestion

- Simultaneously, social media activeness and mastery on e-marketing influenced students' entrepreneurial interest for 26.1%. Partially, there were two variables influencing English vocabularies; they were social media activeness for 8.53%, and mastery on e-marketing for 25.10%.
- Therefore; to improve students' entrepreneurial interest, it needs to improve their teaching and learning process by showing the materials of e-marketing since in the digital era, there are many technology which can be used to support self-employment movement.



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Thanks!

Any questions?

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