

# The Role of Social Media in Building Trust, Creativity, and Satisfaction for Millennial Entrepreneurs

---

Arifin Djakasaputra

Faculty of Economics & Business, Universitas Tarumanagara,  
Jakarta, Indonesia

M. Tony Nawawi

Faculty of Economics & Business, Universitas Tarumanagara,  
Jakarta Indonesia

---

**Abstract:** This research aims to investigate the role of social media in enhancing trust, self-perceived creativity, and satisfaction among millennial entrepreneurs. In general, the data was collected through sampling from mineral entrepreneurs in Jakarta. Where data collection is done by distributing questionnaires. The data was analysed using partial least squares structural equation modelling. Finally, the research results show that social media marketing activities have a positive and significant impact on trust, social media marketing activities have a positive but not significant effect on self-perceived creativity, trust has a positive but not significant impact on self-perceived creativity, and trust has a negative and significant impact on entrepreneurial satisfaction. This research can contribute to marketing experts and millennial entrepreneurs in enhancing the quality of advertising information and the credibility of social media used to support creativity, trust, and satisfaction. Furthermore, marketing experts and millennial entrepreneurs with online-based communities should optimize their marketing activities on social media.

**Keywords:** Social media marketing, Self-perceived creativity, Trust, and Satisfaction.

## Introduction

Entrepreneurs are seen as drivers of economic growth, sources of job opportunities, sources of innovation, and sources of competitive advantage (Luc, 2021). Therefore, a high level of self-confidence is needed to develop the creativity and innovation that are characteristics of entrepreneurs. With the advent of social media, entrepreneurs have a new opportunity to build brand recognition, engage with customers, and connect with potential investors. Social media marketing activities can be considered a powerful strategy for businesses of all sizes, as they

---

Correspondents Author:

Arifin Djakasaputra, Faculty of Economics & Business, Universitas Tarumanagara, Jakarta, Indonesia  
Email : [arifind@fe.untar.ac.id](mailto:arifind@fe.untar.ac.id)

Received August 20, 2024; Revised August 30, 2024; Accepted September 13, 2024; Published September 15, 2024.

allow for reaching a large audience, interacting with customers in real time, and creating a sense of community around their brand. This media serves as an interactive information and communication tool that provides a new quality in communication ([Kijek, Angowski, & Skrzypek, 2020](#)) and is one of the new business models used in electronic marketing activities for entrepreneurs. ([Wang & Yu, 2017](#)). Thus, entrepreneurs need to consider privacy and security aspects when using social media for their business activities. Especially in terms of the quality of the systems and information held by social media.

The quality of information and the quality of the systems provided by social media are very important in determining the level of trust and satisfaction of its users. The quality of good information indicates that social media provides accurate, trustworthy, and accountable information ([Tang & Liu, 2015](#)). Therefore, social media must ensure that the information provided is accurate, reliable, and accountable. Meanwhile, the quality of the system refers to the reliability and security of social media platforms, including the use of security technologies such as data encryption and protection against cyber-attacks. If users feel that the social media platform they are using is safe and reliable, they are likely to feel more comfortable and confident in using that platform ([Tang & Liu, 2015](#)). In this case, users will feel more satisfied with their usage experience because they believe they can trust the information provided by the platform and that their data is safe and protected. This phenomenon is relevant to the Theory of Reasoned Action (TRA), which states that people consider the consequences of alternative behaviors before engaging in them. This means that entrepreneurs can consider their involvement in building communication interactions and information exchange through social media as an important part of their online marketing strategy ([Chen & Lin, 2019](#)).

Several previous studies have concluded that the use of marketing strategies through social media can be trusted and has been proven to enhance business creativity, satisfaction, and entrepreneurial performance ([Othman, Wahab, Azhar, & Rizkalla, 2022](#); [Rialp-Criado & Rialp-Criado, 2018](#); [Tajvidi & Karami, 2021](#)). However, previous research has not explained the relationship between social media marketing activities and satisfaction ([Chen & Lin, 2019](#)). In addition, previous research findings have still focused on BRIC countries and overlooked technological and economic changes in developing countries ([Grzeslo, 2020](#); [Kiss, Danis, & Cavusgil, 2012](#)), thus the information concludes that social media usage plays an important and reliable role in enhancing business performance is still limited ([Othman et al., 2022](#)). It is important to remember that each developing country has unique conditions and differences in aspects of culture, economy, technology, and infrastructure. Therefore, it is important to conduct specific research on particular countries or regions to understand how social media (e.g., information quality, system quality, social media marketing activities) can be used to enhance trust, creativity, and entrepreneurial satisfaction in that context. In the context of

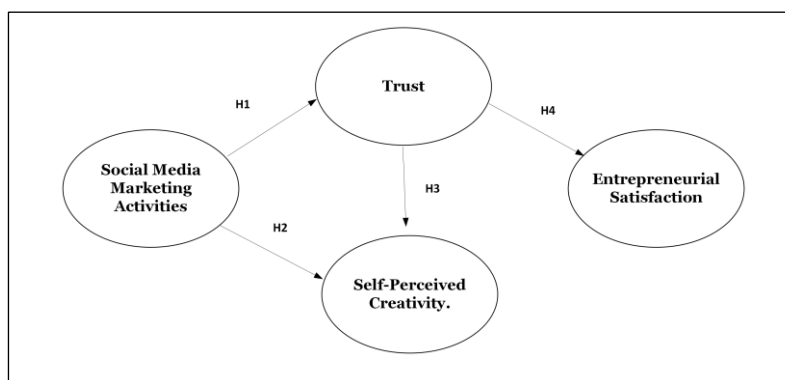
Indonesia as a developing country, entrepreneurship has become increasingly important in recent years due to the country's large population, rising economic growth, and government policies that support the development of entrepreneurship. Indonesia has many types of entrepreneurs, from SMEs to large companies and from traditional industries to technology-based startups. According to ([Ikbal & Hamid, 2016](#)), the development of digital-based marketing in Indonesia has had a positive impact on the growth and development of millennial entrepreneurial businesses.

This research contributes in several ways. First, it provides a more comprehensive model of the relationship between information quality, system quality, social media marketing activities, trust, self-perceived creativity, and entrepreneurial satisfaction. Secondly, previous research only used the population of digital e-commerce platforms, whereas this study expands to social media users who may have different characteristics. Currently, millennial entrepreneurs have shifted and are actively using social media ([Ikbal & Hamid, 2016](#)) instead of utilizing digital e-commerce platforms or other conventional media to market and promote their products and services. According to ([Koufie & Kesa, 2020](#)), media is very important in disseminating information that can build communication between entrepreneurs and consumers. Third, the latest edition of the study found that social media marketing activities have a significant direct and indirect impact on entrepreneurial satisfaction; an area of research that has not been explored in previous studies ([Chen & Lin, 2019](#); [Shirazi, Adam, Shanmugam, & Schultz, 2021](#)). Finally, this research provides new practical insights that enable marketing experts and millennial entrepreneurs to optimize the quality and credibility of social media as a marketing medium to address the constraints of a lack of knowledge and creative ideas ([Grzeslo, 2020](#); [Ragazou, Passas, Garefalakis, Kourgiantakis, & Xanthos, 2022](#)). This research aims to determine that social media marketing activities can have a positive influence on millennials' trust, that marketing activities can significantly motivate and enhance the perceived creativity of millennial entrepreneurs, that trust is a key factor contributing to the development of creativity perceived by millennial entrepreneurs, and that strong self-trust can be considered an important factor affecting entrepreneurial satisfaction.

## Literature Review

This media serves as an interactive information and communication tool that provides a new quality in communication ([Kijek et al., 2020](#)) and is one of the new business models used in electronic marketing activities for entrepreneurs ([Wang & Yu, 2017](#)). Social media can be an effective tool for building trust and creativity in business. Previous research has shown that the use of marketing strategies through social media is reliable and has been proven to enhance business creativity, satisfaction, and entrepreneurial performance ([Othman et al.,](#)

2022; Rialp-Criado & Rialp-Criado, 2018; Tajvidi & Karami, 2021). According to (Laguía, Moriano, & Gorgievski, 2019), creativity is a key component that entrepreneurs must possess. Creativity that is felt personally is relevant to consider entrepreneurship as a career choice. With the emergence of social media, entrepreneurs have new opportunities to build brand recognition, engage with customers, and connect with potential investors.



**Figure 1 Research Hypothesis**

The hypotheses to be used in this research are: H1: Social media marketing activities have a positive and significant effect on the trust of millennial entrepreneurs. H2: Social media marketing activities have a positive and significant effect on self-perceived creativity. H3: Trust has a positive and significant effect on self-perceived creativity among millennial entrepreneurs. H4: Trust has a positive and significant effect on entrepreneurial satisfaction.

## Research Method

The sampling technique used in this research is purposive sampling. Surveyed a total of 110 millennials scattered across West Jakarta. The data used in this research was collected by distributing a Likert scale questionnaire designed to measure responses from the respondents with alternative answers valued at 5 for Strongly Agree (SA), 4 for Agree (A), 3 for Neutral (N), 2 for Disagree (D), and 1 for Strongly Disagree (SD). The Likert scale is employed because it is used to measure respondents' reactions to statements related to a specific stimulus object. The analysis technique uses SEM with the Smart Partial Least Squares program version 3.00.

## Result and Discussion

This research questionnaire was distributed to millennials located in Jakarta. In this study, the analysis uses the Smart PLS program. The testing of the PLS construct begins with the fulfillment of the loading values of the indicators/proxies for each latent variable.

### Outer Model Test

The goal of the outer model testing is to ascertain each item's outer loading value about its latent variable. A value will be removed from the model if it does not reach the minimum threshold of 0.5. Because it remains representative for constructs with a large number of pieces, the value of 0.5 was selected.

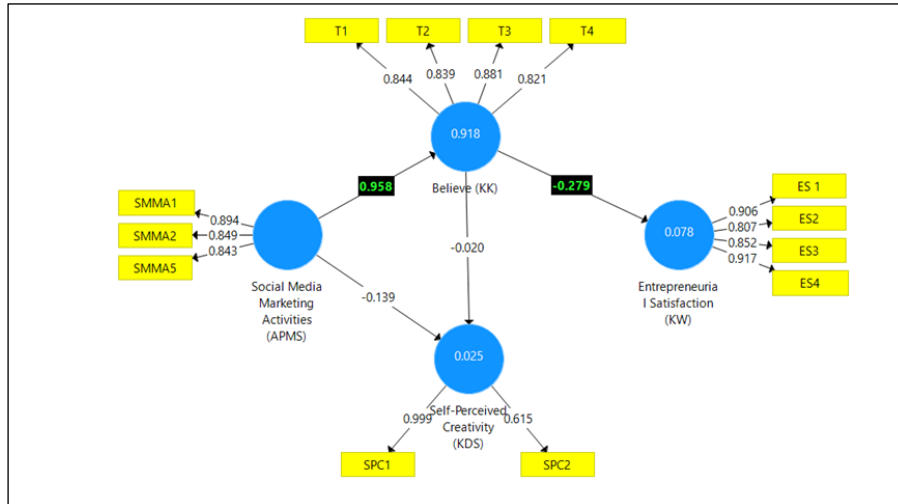


Figure 2 Model PLS-SEM (Outer loadings)

### Validity and Reliability of Constructs

The Average Variance Extracted (AVE) method is used to evaluate the construct's convergent validity. Strong convergent validity is demonstrated by the AVE value, which shows the percentage of variance in the observable indicators explained by the underlying concept. The construct for each item is determined by squaring the outer loading. Every tested variable has an AVE value greater than the minimal value of 0.5, indicating that the variables are statistically valid.

Table 1 The value of the AVE test.

Variable	Average Variance Extracted (AVE)
APMS	0.744
KK	0.717
KW	0.760
KDS	0.689

APMS, Social Media Marketing Activities; KK, Trust; KW, Entrepreneurial Satisfaction; KDS, Self-Perceived Creativity.

The reliability of a construct refers to the consistency and dependability of the indicators within a construct. The test shows the extent to which items within a construct measure the same underlying concept. In SmartPLS, the reliability of a construct can be measured using metrics such as Cronbach's Alpha, Rho\_A, and Composite Reliability. (CR). These steps indicate the internal consistency of the construct by examining the correlations between items.

Table 2 shows the test values for each reliability criterion above the threshold of 0.8, indicating that all variables are reliable.

**Table 2 Construct Reliability Test**

Variable	Cronbach's Alpha	rho_A	Composite Reliability
APMS	0.828	0.834	0.897
KK	0.868	0.873	0.910
KW	0.894	0.902	0.927
KDS	0.739	11.934	0.807

*APMS, Social Media Marketing Activities; KK, Trust; KW, Entrepreneurial Satisfaction; KDS, Self-Perceived Creativity.*

### Discriminant Validity

To assess the discriminant validity of the construct, the Fornell-Larcker criterion is used. The square root of the Average Variance Extracted (AVE) for each construct is compared with the correlations between constructs. According to the Fornell-Larcker criterion, if the square root of the AVE for a construct is greater than the correlation between that construct and other constructs, discriminant validity is established. The results of the PLS test for the constructs in this study reveal that all variables have met the discriminant validity criteria, indicating that these variables do not possess multidimensionality.

**Table 3 Fornell-Larcker criterion test values**

	APMS	KK	KW	KDS
APMS	0.862			
KK	0.958	0.846		
KW	-0.248	-0.279	0.872	
KDS	-0.158	-0.153	0.125	0.830

*APMS, Social Media Marketing Activities; KK, Trust; KW, Entrepreneurial Satisfaction; KDS, Self-Perceived Creativity.*

The HTMT ratio is an additional metric for assessing discriminant validity. The construct ratio has less discriminant validity the closer its value is. This ratio utilizes a standard value of 1. This criterion is evaluated more stringently than Fornell-Larcker, according to multiple research, and it can be used as a guide for discriminant validity.

	APMS	KK	KW
KK	1.121		
KW	0.288	0.318	
KDS	0.159	0.209	0.107

*APMS, Social Media Marketing Activities; KK, Trust; KW, Entrepreneurial Satisfaction; KDS, Self-Perceived Creativity.*

Due to the discriminant validity score not meeting the standards for the APMS and KK variables, a retest of the item was conducted. The method used is comparing the residue covariance of each item to identify those that have heterografts (items with different constructions). Item T4 in the KK and SMMA 1 constructs was then eliminated since it had

the lowest coefficient of correlation among the items in the construct. Subsequently, item ES4 was again eliminated since it did not meet the VIF standard.

The results of the revaluation are displayed in the table below:

**Table 4 Final Evaluation**

Variable	Cronbach's Alpha	$\rho\alpha$	Reliabilities Composite	AVE
APMS	0.717	0.726	0.876	0.779
KK	0.853	0.856	0.910	0.772
KW	0.842	0.847	0.904	0.759
KDS	0.739	-6.377	0.752	0.626
<b>Fornell-larcker</b>				
	<b>APMS</b>	<b>KK</b>	<b>KW</b>	<b>KDS</b>
APMS	0.883			
KK	0.827	0.879		
KW	-0.225	-0.284	0.871	
KDS	-0.110	-0.144	0.156	0.791
<b>HTMT</b>				
	<b>APMS</b>	<b>KK</b>	<b>KW</b>	
KK	1.048			
KW	0.286	0.334		
KDS	0.157	0.199	0.117	

APMS, Social Media Marketing Activities; KK, Trust; KW, Entrepreneurial Satisfaction; KDS, Self-Perceived Creativity.

### Value of Predictive Models

The R-squared ( $R^2$ ) value is calculated to assess the amount of variance explained by the endogenous constructs in a structural model. The  $R^2$  value indicates the model's predictive strength. It is important to note that the  $R^2$  value can range from 0 to 1, with higher values indicating a greater amount of variance explained by the independent constructs in the model. However, it should be noted that both large and small percentages of the R-squared value are not absolute limitations on the goodness of a construct or as a predictive model of human behavior, but rather serve to measure the magnitude of the proportion or effect of one variable on another. The variance explained by the independent variable APMS for KK is 68%, while for the variable KW, it is 7.1%, and for KDS it is 0%.

**Table 5 R-square test**

	R Square	R Square Adjusted
KK	0.684	0.680
KW	0.081	0.071
KDS	0.021	0.000

APMS, Social Media Marketing Activities; KK, Trust; KW, Entrepreneurial Satisfaction; KDS, Self-Perceived Creativity.

Meanwhile, the F-square test is conducted to determine the goodness of fit of the model. The F-square values of 0.02, 0.15, and 0.35 can be interpreted as indicating whether the predictor latent variables have a weak, medium, or strong influence at the structural level. Based on the F-square test, it can be determined that the EO model towards I and OP falls into the strong category, followed by OP influenced by I and TL, which also shows a strong category, while the moderation effect on OP indicates a value in the weak category.

Table 6 F-square test

	<b>KK</b>	<b>KW</b>	<b>KDS</b>
APMS	2.161		0.000
KK		0.088	0.009

APMS, Social Media Marketing Activities; KK, Trust; KW, Entrepreneurial Satisfaction; KDS, Self-Perceived Creativity.

### Path Coefficient Estimation

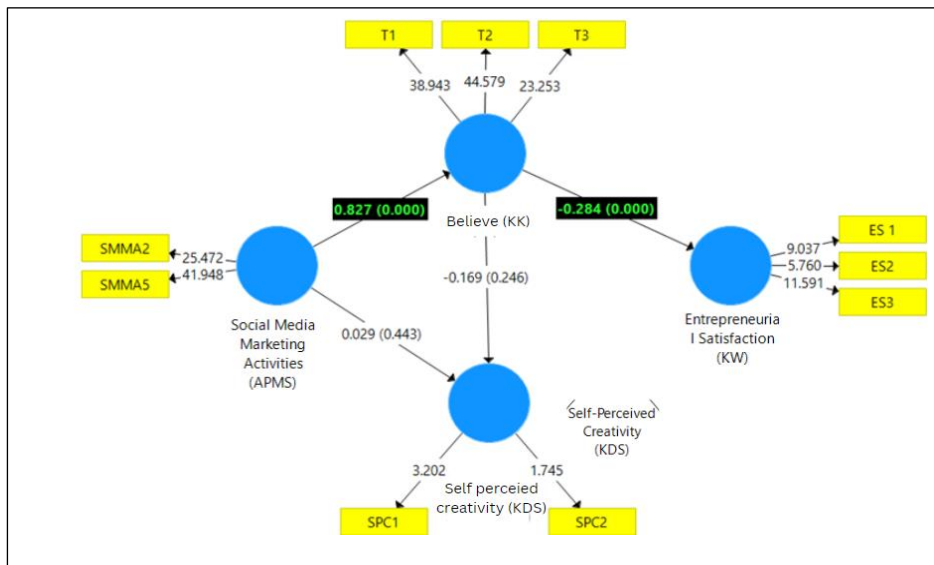


Figure 3 Conduct path regression through the bootstrap menu.

The next test uses the bootstrapping approach to look at the parameter coefficient values and the significance of the T-statistic to assess the relevance of the influence between variables.

Direct Path Value	Coefficient (β)	CI 97,5%	STDEV	T Statistics	P Values
APMS → KK	0.827	0.834	0.024	34.333	0.000
APMS → KDS	0.029	-0.016	0.205	0.143	0.443
KK → KDS	-0.169	-0.055	0.244	0.691	0.246
KK → KW	-0.284	-0.283	0.048	5.922	0.000

APMS, Social Media Marketing Activities; KK, Trust; KW, Entrepreneurial Satisfaction; KDS, Self-Perceived Creativity.



Based on the path coefficient model, the 2 paths are not significant.

## H. Hypothesis Testing

H1: Social media marketing activities (APMS) have a positive and significant effect on the trust of millennial entrepreneurs (KK). This hypothesis is accepted with a coefficient value of  $\beta = 0.827$ ,  $p < 0.000$ , indicating that marketing activities can increase trust by 82.7%.

H2: Social media marketing activities (APMS) have a positive and significant effect on self-perceived creativity. (KDS). The direct value of this path has a coefficient of  $\beta = 0.029$ ,  $p < 0.443$ . However, there is another testing pathway, namely mediation through the trust variable (KK), which has a coefficient value of  $\beta = -0.139$ ,  $p < 0.247$ , indicating a negative effect. The total final path value is  $\beta = -0.110$ ,  $p < 0.238$ , which indicates that KK mediation has a negative influence on the association between APMS and KDS. Thus, this hypothesis is rejected, and KK serves as a partial mediator for APMS.

H3: Trust (KK) has a positive and significant influence on the self-perceived creativity of millennial entrepreneurs (KDS). The direct path value has a coefficient of  $\beta = -0.169$ ,  $p < 0.246$ . This value indicates that KK can reduce the KDS score by 16.9%. Therefore, this hypothesis is rejected.

H4: Trust (KK) has a positive and significant effect on entrepreneurial satisfaction (KW). This hypothesis is rejected. The association value of KK to KW is  $-0.284$  ( $p < 0.000$ ). This value indicates that KK can reduce the value of KW by 28.4% or by 0.284 units. Thus, the hypothesis is rejected.

## Discussion

The first hypothesis is the impact of social media marketing on the trust of millennial entrepreneurs. This study shows significant results, meaning the research hypothesis stating that social media marketing activities have a positive and significant impact on the trust of millennial entrepreneurs is accepted. This is in line with previous research by (Hamid et al., 2024), which also found that marketing activities on social media have a positive and significant impact on entrepreneurs' trust. This means that the more active and effective the marketing activities on social media, the higher the entrepreneurs' trust in social media as a marketing tool.

In the second hypothesis, social media marketing activities have a positive and significant effect on self-perceived creativity. The research shows insignificant results, meaning that the research hypothesis stating that social media marketing activities have a positive and significant effect on self-perceived creativity is not accepted. This is not in line with previous research which states that marketing activities on social media have a positive and significant

impact on the creativity perceived by millennial entrepreneurs (Kijek et al., 2020). The more active and effective the marketing activities on social media, the higher the creativity perceived by millennial entrepreneurs (Grzeslo, 2020).

In the third hypothesis, trust has a positive and significant effect on the self-perceived creativity of millennial entrepreneurs. This study shows insignificant results, meaning that the research hypothesis stating that trust has a positive and significant effect on the self-perceived creativity of millennial entrepreneurs is not accepted. This does not support previous research that states social trust in social media can positively influence the self-perceived creativity of millennial entrepreneurs, as noted by (Hamid et al., 2024). The higher the trust of entrepreneurs in social media as a marketing tool, the higher the self-perceived creativity of millennial entrepreneurs. This can be explained by the fact that a high level of trust in social media as a marketing tool can motivate millennial entrepreneurs to engage in creative activities and develop new ideas to leverage social media in their businesses.

In the fourth hypothesis, belief has a positive and significant impact on entrepreneurial satisfaction. The results of this study show significance but have a negative impact, meaning that trust can decrease the value of entrepreneurial satisfaction. Thus, the hypothesis is rejected. This is not in line with previous research that indicates trust has a positive and significant impact on entrepreneurial satisfaction (Shirazi et al., 2021). The higher the entrepreneurs' trust in social media as a marketing tool, the greater the satisfaction felt by millennial entrepreneurs in developing their businesses (Shirazi et al., 2021). This can be explained by the fact that effective marketing activities on social media can enhance the quality of the information presented and strengthen the image of the brand or product being marketed. In addition, millennial entrepreneurs will also feel more satisfied with their experience using social media, especially in supporting their business activities, (Ikbal & Hamid, 2016).

## Conclusions

Social media marketing activities have a positive and significant impact on trust among millennial entrepreneurs. This supports the hypothesis that more active and effective social media marketing can increase entrepreneurs' trust in social media as a marketing tool. Social media marketing activities do not have a significant direct effect on self-perceived creativity of millennial entrepreneurs, contrary to the original hypothesis. The relationship between social media marketing and creativity appears to be mediated by trust. Trust does not have a significant positive impact on self-perceived creativity as hypothesized. In fact, the results suggest trust may slightly decrease self-perceived creativity, though this effect was not statistically significant. Trust has a significant negative effect on entrepreneurial satisfaction,

contrary to the hypothesis. Higher levels of trust were associated with lower satisfaction. Recommendations: Marketers and millennial entrepreneurs should focus on optimizing social media marketing activities to build trust, as this appears to be a key factor. More research is needed to understand the complex relationships between social media marketing, trust, creativity, and satisfaction for entrepreneurs. The findings challenge some assumptions and suggest these relationships may be more nuanced than previously thought. Entrepreneurs should be cautious about over-relying on trust built through social media, as high levels of trust were associated with lower satisfaction. A balanced approach may be beneficial. Marketing experts and entrepreneurs should explore ways to directly stimulate creativity through social media beyond just building trust. The lack of a significant direct effect suggests current approaches may not be effectively fostering creativity. Further investigation is needed into why trust appears to negatively impact satisfaction for millennial entrepreneurs using social media. Understanding this dynamic could help improve strategies. The study should be replicated in different cultural and economic contexts to see if the findings hold true across different entrepreneurial environments. Future research should examine potential moderating factors that may influence these relationships, such as type of business, entrepreneur characteristics, or specific social media platforms used.

## References

- Chen, S.-C., & Lin, C.-P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological forecasting and social change*, *140*, 22-32. doi:10.1016/j.techfore.2018.11.025
- Grzeslo, J. (2020). A generation of bricoleurs: digital entrepreneurship in Kenya. *World Journal of Entrepreneurship, Management and Sustainable Development*, *16*(4), 403-412.
- Hamid, R. S., Ukkas, I., Goso, G., Abror, A., Anwar, S. M., & Munir, A. R. (2024). The role of social media in building trust, self-perceived creativity and satisfaction for millennial entrepreneurs. *Journal of Small Business and Enterprise Development*, *31*(2), 377-394.
- Ikbali, M., & Hamid, R. S. (2016). Smartphone Use of Effectiveness in Supporting Young Entrepreneurs Business Activity in the Palopo Using Technology Acceptance Model (TAM). *Information Management and Business Review*, *8*(1), 57-65. doi:10.22610/imbr.v8i1.1196
- Kijek, T., Angowski, M., & Skrzypek, A. (2020). Millennials use of social media in product innovation purchasing processes. *Journal of computer information systems*, *60*(1), 9-17. doi:10.1080/08874417.2019.1604104

- Kiss, A. N., Danis, W. M., & Cavusgil, S. T. (2012). International entrepreneurship research in emerging economies: A critical review and research agenda. *Journal of Business Venturing*, 27(2), 266-290. doi:10.1016/j.jbusvent.2011.09.004
- Koufie, M. G. E., & Kesa, H. (2020). Millennials motivation for sharing restaurant dining experiences on social media. *African Journal of Hospitality, Tourism and Leisure*, 9(1), 1-25.
- Laguía, A., Moriano, J. A., & Gorgievski, M. J. (2019). A psychosocial study of self-perceived creativity and entrepreneurial intentions in a sample of university students. *Thinking skills and creativity*, 31, 44-57. doi:10.1016/j.tsc.2018.11.004
- Luc, P. (2021). Factors affecting entrepreneurial intention: a case study of university students in Vietnam. *The Journal of Asian Finance, Economics and Business (JAFEB)*, 8(12), 203-210. doi:10.13106/jafeb.2021.vol8.no12.0203
- Othman, N., Wahab, S. N., Azhar, N. A. Z. M., & Rizkalla, N. (2022). Social media entrepreneurs and environmental Sustainability: millennials in Malaysia. *Environment-Behaviour Proceedings Journal*, 7(21), 79-86. doi:10.21834/ebpj.v7i21.3692
- Ragazou, K., Passas, I., Garefalakis, A., Kourgiantakis, M., & Xanthos, G. (2022). Youth's entrepreneurial intention: A multinomial logistic regression analysis of the factors influencing Greek HEI students in time of crisis. *Sustainability*, 14(20), 13164. doi:10.3390/su142013164
- Rialp-Criado, A., & Rialp-Criado, J. (2018). Examining the impact of managerial involvement with social media on exporting firm performance. *International Business Review*, 27(2), 355-366. doi:10.1016/j.ibusrev.2017.09.003
- Shirazi, F., Adam, N. A., Shanmugam, M., & Schultz, C. D. (2021). The importance of trust for electronic commerce satisfaction: an entrepreneurial perspective. *British Food Journal*, 123(2), 789-802.
- Tajvidi, R., & Karami, A. (2021). The effect of social media on firm performance. *Computers in Human Behavior*, 115, 105174. doi:10.1016/j.chb.2017.09.026
- Tang, J., & Liu, H. (2015). *Trust in social media*: Morgan & Claypool Publishers.
- Wang, Y., & Yu, C. (2017). Social interaction-based consumer decision-making model in social commerce: The role of word of mouth and observational learning. *International Journal of Information Management*, 37(3), 179-189. doi:10.1016/j.ijinfomgt.2015.11.005