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Technology Acceptance and Planned Behavior: How TikTok Impacts Digital Entrepreneurship Intention among University Students in Batam City

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a b s t r a c t

TikTok application is changing the shape of the economy and how young people see it as an opportunity. This study investigates the impact of TikTok application on digital entrepreneurship intentions among university students in Batam City. Leveraging the Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB), the research explores how perceived usefulness, perceived ease of use, attitudes, subjective norms, and perceived behavioral control influence students' entrepreneurial aspirations. A quantitative method with purposive sampling was used, targeting 460 respondents. The findings reveal that TikTok's user-friendly features and algorithmic design significantly affect digital entrepreneurship intentions, facilitating accessibility and fostering innovative business practices. The results underscore the importance of integrating digital tools into entrepreneurship, providing practical insights for educators, platform developers, and young people to enhance entrepreneurial engagement in the digital economy. Despite geographical limitations, this study contributes to the theoretical understanding of technology-driven entrepreneurship and highlights areas for future exploration.

Kata Kunci:
Niat Kewirausahaan Digital; Model Penerimaan Teknologi; Teori Perilaku Terencana; TikTok; Mahasiswa.

a b s t r a k

Aplikasi TikTok mengubah bentuk ekonomi dan cara pandang anak muda terhadapnya sebagai peluang. Penelitian ini menyelidiki dampak aplikasi TikTok terhadap minat berwirausaha digital di kalangan mahasiswa di Kota Batam. Dengan memanfaatkan Technology Acceptance Model (TAM) dan Theory of Planned Behavior (TPB), penelitian ini mengeksplorasi bagaimana persepsi kegunaan, persepsi kemudahan penggunaan, sikap, norma subjektif, dan persepsi kendali perilaku memengaruhi aspirasi kewirausahaan mahasiswa. Metode kuantitatif dengan purposive sampling digunakan, menargetkan 460 responden. Temuan penelitian mengungkapkan bahwa fitur TikTok yang mudah digunakan dan desain algoritmik secara signifikan memengaruhi minat berwirausaha digital, memfasilitasi aksesibilitas, dan mendorong praktik bisnis yang inovatif. Hasil penelitian menggarisbawahi pentingnya mengintegrasikan perangkat digital ke dalam kewirausahaan, memberikan wawasan praktis bagi para pendidik, pengembang platform, dan anak muda untuk meningkatkan keterlibatan kewirausahaan dalam ekonomi digital. Meskipun memiliki keterbatasan geografis, penelitian ini berkontribusi pada pemahaman teoritis tentang kewirausahaan berbasis teknologi dan menyoroti area untuk eksplorasi di masa mendatang.

ACM Computing Classification System (CCS)
EBSCOhost
Communication and Mass Media Complete (CMMC)

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1. Introduction

The development of the creative economy is inherently linked to the technology employed and the users themselves, particularly young people who grew up in technological environments. Social media is one of the most profound technologies that has influenced how society self-expresses, communicates (Secundo *et al*., 2021), and conducts business (Olsson & Bernhard, 2021). Social media has changed the way people communicate (Inieke & Raimi-Lawal, 2021), interact, and consume information in the digital age. Social media is a computer-based technology that facilitates the sharing of concepts and ideas through virtual communities and networks (Brahma & Dutta, 2020). It describes the various means of interaction among people in virtual communities and networks, through which they create, share, and exchange information and ideas (Mumi, 2022). Platforms like Facebook, Instagram, Twitter, and TikTok have reshaped social interactions (Nadlifatin *et al*., 2021), enabling individuals and businesses to connect with audiences across the globe instantly. As the forefront of social media usage, young people such as Generation Z use these platforms as tools for social interactions and self-expression. Due to their aptitude for technology, young people can be motivated and significantly influenced by personal relationships and human connections, as they are also influenced by their technological and social media skills (Mahmudin, 2023).

The young generation is a significant driving force in the evolution of the future (Szymkowiak *et al*., 2021), distinguished by their dynamic energy, innovative creativity, and adaptability. They are more connected and informed than ever before, due to their access to vast amounts of information and technology from a very young age (D'Angelo, 2022). This generation is not only adept at using technology but also acutely aware of global challenges, including social, environmental, and economic issues (Sari *et al*., 2022). Their innovative thinking and willingness to embrace change make them key drivers of progress in various fields, from entrepreneurship to the creative economy. As the creative economy becomes an increasingly significant driver of economic growth, the younger generation plays an instrumental role in this transformation (Ary & Saputra, 2022). Their innovative ideas and entrepreneurial spirit are reshaping industries and propelling growth. This generation, equipped with digital expertise and a profound grasp of global developments, is uniquely poised to transform creativity into economic value. Young people are creating new business models and opportunities that contribute to national and global economies through sectors such as technology, media, and design. Their capacity to leverage digital platforms and technological innovations amplifies their impact, enabling the rapid scaling of creative solutions. As the younger generation continues to engage with entrepreneurship and innovation, they are positioned to play a pivotal role in sustaining and accelerating economic growth in the modern world (Kwan, 2023). Integrating the growth of technology and innovation in entrepreneurship, many young people engage in digital entrepreneurship and use social media as a tool for their entrepreneurial activity. Evidence indicates that the adoption of new technologies such as social media is a crucial strategy for entrepreneurship activities (Yu *et al*., 2022). One of the primary ways social media can empower digital entrepreneurs is from the platform's vast reach and accessibility. Traditional business models required substantial investment in initial capital and physical infrastructure. However, with social media, entrepreneurs are able to breach traditional business models and promote their product with little to no costs (Jennings, 2022). Social media also offers efficient tools for customer management and market analytics, enabling entrepreneurs to gather feedback and analyze consumer behavior without having to invest a lot of money (Aichner *et al*., 2021).

In recent years, TikTok has become one of the most influential social media platforms in the world, especially for young people (McCashin & Murphy, 2023). The short-form video-sharing app surpassed two billion mobile downloads worldwide, ranking it the most popular website of 2021 by Cloudflare. Released in the international market in 2017, TikTok has seen significant growth in users across the globe, following the popularity of short-form video from earlier applications such as Musical.ly, Byte, Triller, Zynn, and Likee. TikTok allows users to watch and create short-form videos ranging from movie scenes, dance clips, celebrity content, to educational tips, all driven by an algorithm that promotes discoverability.

Unlike other social media platforms, TikTok is developed by content-based interactions that do not rely on follower count to surface content (Klug *et al.*, 2021), giving everyday users the chance to go viral. TikTok provides videos related to users' interactions and engagement with certain types of content, thus increasing more related videos in the For You Page, the app's algorithmic content feed (Wiryawan *et al.*, 2023). Witnessing the rapid increase of TikTok users presents an opportunity for young people to engage with the platform, especially since there are over 109 million active users in Indonesia in 2023 (Purbasari *et al.*, 2021), with an average usage duration of more than 2 hours per day (Sari *et al.*, 2024). Several years ago, in Indonesia, efforts were undertaken with the objective of fostering the emergence of digital entrepreneurship SMEs based on digital platforms capable of navigating the digital industry landscape (Geraldo, 2022). Indonesia's Ministry of Communication and Information (Kemenkominfo) has prepared programs to improve knowledge development for digital entrepreneurship, such as the 1000 Digital Startup National Movement, Go-Online MSME Movement, Go-Online Farmer and Fishermen, and Nexticorn (The Next Indonesian Unicorn) (Purbasari *et al.*, 2021).

Entrepreneurship is one of the pivotal efforts for confronting unemployment challenges among university students (Ahmad *et al.*, 2023), particularly to help solve Indonesia's high unemployment rate. The data provided by the Central Bureau of Statistics (BPS) indicates that as of February 2024, 16.42% of young people were unemployed. The Central Bureau of Statistics of Riau Islands announced that by 2024, 7.68% of people were unemployed in Batam City (BPS Kepri, 2024). Economic challenges are endless, from limited salaries and high living costs to inflation, particularly in Batam City, which is shifting from a traditional way of life to an urban manufacturing city (Sudirman & Setiawan, 2024). Batam City, located between the borders of Singapore and Malaysia, has seen a greater degree of influence and opportunities in various sectors (Geraldo, 2022). This creates considerable potential for Batam City, which would benefit from the creation of new jobs through digital entrepreneurship (Geraldo, 2022). This could positively impact the economy in Batam, particularly in the technology and creative economy sectors. However, the lifestyle of Batam citizens, who are transitioning between traditional and advanced roles, presents a significant challenge to the development of the city. Therefore, through the innovation of technology and creative minds, this research aims to inspire young people to create employment through digital entrepreneurship, utilizing social media as a powerful resource. Social media applications such as TikTok have become a significant influence on the digital entrepreneurship intentions of young people in Batam City, providing a powerful platform for creativity, marketing, and business development. Previous research has been conducted on factors influencing various outcomes related to TikTok use for business, such as perceived ease of use, perceived usefulness, attitude towards using (Xin, 2023), usage intention (Sharabati *et al.*, 2022), perceived behavioral control (Bouichou *et al.*, 2021), and user satisfaction (Wiryawan *et al.*, 2023). However, due to TikTok's incipient phenomenon, little research has been conducted in understanding how TikTok's application system impacts digital entrepreneurship intention for young people in Batam City.

Therefore, this research aims to discover whether certain variables based on information systems can drive digital entrepreneurship intention among young people in Batam City. By using the Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB), researchers can better understand how TikTok's perceived usefulness, perceived ease of use, attitude, subjective norms, and perceived behavioral control impact digital entrepreneurship intention. Therefore, this research proposes three research questions as follows:

1) Does using TikTok as a digital marketing tool influence students' digital entrepreneurial intention?
2) Does using TikTok as a digital marketing tool likely result in a positive influence on the planned behavior of starting a business?
3) Does planned behavior positively impact digital entrepreneurship intention by adopting digital marketing skills on TikTok?

The platform's interactive features and accessibility enable young entrepreneurs to explore new business opportunities, providing the same resources to compete against large companies. As the digital

economy continues to evolve, it is anticipated that platforms such as TikTok will assume an increasingly pivotal role in fostering innovation and entrepreneurship, particularly among those who are technologically adept and eager to capitalize on the opportunities presented by these new developments. Social media, a term first introduced in 1994, has developed from being a tool for individual communication and self-expression to a significant component of business and professional activities (Aichner *et al.*, 2021). It connects people and spreads influence across cultures and societies, from memes and trends to entire industries. Social media platforms such as Facebook, Instagram, and YouTube dominated the landscape since the late 2000s, each with its own unique approach (Secundo *et al.*, 2021). Recently, TikTok has emerged as a new social media platform with an impressive growth trajectory, surpassing 2 billion downloads by 2021 (McCashin & Murphy, 2023).

TikTok shares common features with other platforms, such as content presentation, likes, comments, and the use of hashtags, but its algorithmic approach to content curation distinguishes it. The 'For You Page' promotes content based on user interactions, giving creators the opportunity to go viral (Klug *et al.*, 2021). TikTok also allows users to engage with features like 'stitch,' enabling them to reuse content from other creators, which adds variety to the platform's practices (Bhandari & Bimo, 2022). In addition, the TikTok Shop feature offers users the ability to buy and sell products, further expanding its role beyond just entertainment (Hamdani & Murdiansyah, 2023). As TikTok and similar platforms continue to grow, their influence on both digital interactions and real-world commerce becomes increasingly significant, reshaping how business is conducted online. Entrepreneurial intention, defined as an individual's mindset focused on developing and implementing new business concepts, is influenced by various factors, including technology and social media usage (Tajpour & Hosseini, 2021). In the digital era, social media platforms like TikTok have become essential tools for entrepreneurs, offering vast reach and accessibility (Waheed *et al.*, 2022). Traditional business models that required substantial capital investments are being disrupted, as platforms like TikTok enable entrepreneurs to promote products with minimal costs (Jennings, 2022). Social media also provides valuable tools for customer management and market analytics, allowing entrepreneurs to gather feedback and analyze consumer behavior with little financial investment (Aichner *et al.*, 2021). In Indonesia, Generation Z is particularly well-positioned to leverage platforms like TikTok for digital entrepreneurship, with over 100 million active users in the country as of 2023 (Purbasari *et al.*, 2021). This demographic, especially in economically developing cities like Batam, can shift from consumers to producers, engaging in entrepreneurial activities that foster entrepreneurial intentions. Given the platform's accessibility and potential, it is hypothesized that TikTok's use as a digital marketing tool will positively influence digital entrepreneurship intentions among students in Batam City.

The Technology Acceptance Model (TAM), developed by Davis in 1989, has become a widely used framework for understanding the factors influencing the adoption of new technologies. TAM posits that perceived usefulness and perceived ease of use are the two primary factors determining technology adoption (Wang *et al.*, 2023). The model suggests that when users perceive a technology to be useful and easy to use, their attitude toward using it improves, leading to greater behavioral intention to adopt the technology (Al-emran & Shaalan, 2021). Research has shown that these constructs, particularly in the context of social media platforms like TikTok, significantly impact entrepreneurial behaviors (Nguyen, 2024). Previous studies have found that perceived usefulness and perceived ease of use are key factors in the successful use of digital tools like TikTok for business purposes (Lamimi *et al.*, 2024). This model has also been applied to study TikTok's role in digital entrepreneurship, highlighting its impact on business performance and entrepreneurial intentions (Hamdani & Murdiansyah, 2023). Based on TAM, this research hypothesizes that the willingness to use TikTok as a digital marketing tool will positively influence the planned behavior of starting a business.

The Theory of Planned Behavior (TPB), developed by Ajzen in 1985, builds on the Theory of Reasoned Action (TRA) and explains human behavior by focusing on three key predictors: attitude, subjective norms, and perceived behavioral control (Ajzen,

1991). In the context of entrepreneurship, TPB suggests that positive attitudes toward a behavior, supportive subjective norms, and high perceived behavioral control will increase an individual's intention to engage in entrepreneurial activities (Sartika & Santosa, 2023). The Theory of Planned Behavior has been widely used in explaining entrepreneurial intention, particularly in relation to digital entrepreneurship (Maheshwari *et al.*, 2023). Studies have shown that subjective norms, or social pressures, play a significant role in encouraging entrepreneurial behavior, especially when peers and influential individuals advocate for such behaviors (La Barbera & Ajzen, 2021). Thus, this research hypothesizes that the planned behavior of students, which includes adopting digital marketing skills on TikTok, will positively impact their intention to start a business. This framework integrates the insights from both TAM and TPB to provide a comprehensive understanding of the factors driving digital entrepreneurship among university students.

This research aims to explore whether TikTok's use as a digital marketing tool influences students' entrepreneurial intentions, by investigating the interplay between perceived usefulness, ease of use, attitude, subjective norms, and perceived behavioral control. By using the Technology Acceptance Model and the Theory of Planned Behavior, the study aims to contribute valuable insights into how digital platforms, such as TikTok, can foster entrepreneurship, particularly among young people in Batam City. The following hypotheses are proposed: (H1) The willingness to use TikTok as a digital marketing tool will have a positive influence on students' digital entrepreneurial intention; (H2) The use of TikTok as a digital marketing tool will positively influence the planned behavior of starting a business; and (H3) Planned behavior, as influenced by the adoption of digital marketing skills on TikTok, will positively impact digital entrepreneurship intention.

2. Research Methodology

Data Collection and Sampling Technique

This study employs a quantitative research method using a questionnaire with a 5-point Likert scale for measurement. The questionnaire consists of 18 items based on the Technology Acceptance Model (TAM) (6 items), the Theory of Planned Behavior (TPB) (9 items), and digital entrepreneurship intention (3 items). The survey was distributed using Google Forms, and responses were collected through social media platforms such as WhatsApp, Instagram, and Line. The sample size for this research was determined using a minimum of 180 samples, adhering to the 1:10 ratio, where each variable represents 10 respondents. The purposive sampling technique was employed to select data sources that meet specific criteria.

The selected respondents are Indonesian university students residing in Batam City, who have completed courses related to business and entrepreneurship and actively use the TikTok application in their daily lives. These respondents were chosen due to their advanced education in modern technology and their preparation to enter the workforce. Given Batam City's status as one of Indonesia's largest and most economically developing cities, university students from this area provide a comprehensive perspective on digital entrepreneurship intentions. Once the eligibility criteria were met, appropriate participants were selected, and the responses from these individuals were used as the research sample. A preliminary study was conducted with 30 questionnaires for reliability and validity testing before distributing the survey to the entire sample.

Research Variables and Operational Variable Definition

The research model is based on the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB), with paths drawn from TikTok's perceived usefulness, perceived ease of use, attitude, subjective norms, and perceived behavioral control to digital entrepreneurship intention. The dependent variables in this research include attitude towards entrepreneurship intention, subjective norms, perceived behavioral control, and digital entrepreneurship intention. The independent variables are perceived usefulness and perceived ease of use. The development of the questionnaire was informed by sources from previous studies (Xin, 2023; Phuong Dung *et al.*, 2023) with the TikTok App as the primary research platform. The findings from

these studies demonstrate the effectiveness of the questionnaire design in generating valid data and ensuring reliable data analysis, confirming the utility of the questionnaire as a reliable instrument for the study.

Table 1. Research Instrument and Measurement Scale of Section 1 in questionnaire

Questions	Options	Construct Measurement	Sources
Gender	Male	Nominal Scale	[56]
	Female		
Current Education Level	Diploma	Nominal Scale	[56]
	Bachelor		
	Master		
	Intermediate		
Age Groups	< 20	Ordinal Scale	[56]
	21-23		
	>24		
Duration of Usage per week	Less than 3 times	Ordinal Scale	[55]
	3 - 5 times		
	6-8 times		
	More than 8 times		
	No		
Willingness to Study Digital Marketing Knowledge	Yes	Nominal Scale	[56]
	No, because I have learned it		
	No, I do not need it		

Table 2. Research Instrument and Measurement Scale of Section 2, 3, and 4 in questionnaire

Variable	Dimension	Indicator	Adapted by
Perceived Ease of Use	PEOU1	Learning how to effectively use TikTok as a Digital Marketing tool is easy for me.	[56]
	PEOU2	I will easily become proficient in using TikTok as a Digital Marketing tool to apply to my work.	[56]
	PEOU3	I can flexibly interact with TikTok as a Digital Marketing tool.	[56]
Perceived Usefulness	PU1	Using TikTok as a digital marketing tool allows me to get things done faster.	[56]
	PU2	Using TikTok as a Digital Marketing tool makes my job easier.	[56]
	PU3	Using TikTok as a Digital Marketing tool improves my efficiency at work.	[56]
Attitude	ATD1	Starting a business after acquiring knowledge of TikTok as a Digital Marketing tool so that I can apply what I have been trained in is a good idea.	[56]
	ATD2	Starting a business after acquiring the knowledge of TikTok as a Digital Marketing tool to be able to apply what has been trained in practice is very wise.	[56]

	ATD3	Starting a business after acquiring the knowledge of TikTok as a Digital Marketing tool into practice is a great advantage compared to those who do not learn about it.	[56]
Perceived Behavioral Control	PBC1	I am confident that I will have enough knowledge to apply what I have been trained in Digital Marketing tool using TikTok program/course into practice. This is definitely a solid foundation for my entrepreneurial intention.	[56]
	PBC2	Putting my trained Digital Marketing tool using TikTok knowledge into practice (business) is not a big challenge for me.	[56]
	PBC3	The intention to start a business will be stronger when I have acquired the knowledge from Digital Marketing using TikTok program/course. Thereby I am confident enough to make important decisions by applying them to my future business.	[56]
Subjective Norms	SNM1	Most of the people who are important to me think that I will be successful when planning to start a business if I apply the knowledge that I have been trained using TikTok as a Digital Marketing tool to my own business.	[56]
	SNM2	I think other students in my class will naturally be willing to put their training in Digital Marketing tool using TikTok into practice if they have the same intention of starting a business as me.	[56]
	SNM3	Most of the people who are important to me will support me applying my digital marketing training to my business project.	[56]
Digital Entrepreneurship Intention	DEI1	I have serious intentions of starting a business after graduation so that I can apply the knowledge I have learned in practice after completing the Digital Marketing using TikTok tool program/course.	[56]
	DEI2	I am ready to set up a company in the near future so that I can apply my trained knowledge in practice after completing the Digital Marketing using TikTok program/course.	[56]
	DEI3	I intend to run my own business in the near future so that I can put my training knowledge into practice after completing the Digital Marketing using TikTok program/course.	[56]

Analysis Instruments

To analyze the data, this study employed Partial Least Squares Structural Equation Modeling (PLS-SEM) using Smart IBM SPSS and SmartPLS software. The PLS-SEM approach is well-suited for exploratory research, particularly when working with small to medium sample sizes, making it an appropriate tool for this study (Hair *et al.*, 2021). PLS-SEM has gained significant interest in behavioral research due to its ability to analyze complex relationships among latent variables (Hair *et al.*, 2021). To ensure the reliability of the study's instruments, Cronbach's Alpha was used. Cronbach's Alpha tests the internal consistency and accuracy of the data, with a reliability value greater than 0.7 indicating a high level of accuracy and consistency (Fussell & Truong, 2022). Additionally, composite reliability was calculated to provide a more nuanced and precise measure of internal consistency than Cronbach's Alpha, which assumes equal reliability of all items (Na *et al.*, 2022).

The structural model was assessed using convergent and discriminant validity tests to ensure the validity of the latent variables (Sartika & Santosa, 2023). Convergent validity was established by examining the loading factor of each indicator, which reflects the extent of variance explained by each indicator, and was confirmed using the Average Variance Extracted (AVE) value (Xin, 2023). Discriminant validity was assessed through the Heterotrait Monotrait Ratio of Correlations (HTMT), which ensures that the constructs are distinct from each other, as well as through cross-loadings and the Fornell-Larcker criterion, which further ensured the robustness of the constructs (Putra, 2022).

The analysis of the structural model focused on path coefficients to identify significant relationships between constructs, with T-statistics and p-values supporting the hypothesized relationships. This approach ensured that the findings were credible and relevant. The R-Square test was used to evaluate the correlation between independent variables, mediating variables, and the dependent variable. The model's fit was assessed using the Standardized Root Mean Square Residual (SRMR) and Normed Fit Index (NFI). Finally, the predictive relevance of the model was evaluated using the Goodness of Fit (GoF) index, providing an overall assessment of the model's performance (Hair *et al.*, 2021).

3. Results and Discussions

Results

Respondents' Profile

The survey data for this research were collected from 460 valid respondents who are TikTok users among university students in Batam, spanning from November 18th to December 4th, 2024. The respondents' profiles, including gender, education level, age group, duration of TikTok usage per week, and their intention to learn more about digital marketing in the digital age, are summarized as follows:

Table 3. Demographic Profile of Respondents

Criteria	Description	Total	Percentage
Gender	Male	179	38.9%
	Female	281	61.1%
Total		460	100.0%
Education Level	Diploma	83	18.0%
	Bachelor	310	67.4%
	Intermediate	23	5.0%
	Master	44	9.6%
Total		460	100.0%
Age	<20	130	28.3%
	21-23	320	69.6%
	>24	10	2.1%
Total		460	100.0%
Duration of Tiktok Usage Per Week	Less than 3 times	58	12.6%
	3-5 times	92	20.0%
	6-8 times	169	36.7%
	More than 8 times	141	30.7%
Total		460	100.0%
Intention to learn more about digital marketing in this digital age	Absolutely, yes	430	93.5%

	No, because I have already learnt this	30	6.5%
	Total	460	100.0%

In accordance with the results obtained from the questionnaire, the following observations can be made about the respondents' profile. Regarding gender, the majority of respondents (61.1%) were female, totaling 281 individuals, while 38.9% were male. In terms of education level, the largest group consisted of respondents with a bachelor's degree (67.4%), totaling 310 individuals. This was followed by 18.0% with a diploma (83 respondents), 9.6% with a master's degree (44 respondents), and 5.0% with an intermediate degree (23 respondents). Regarding age, the majority (69.6%) were aged 21 to 23 years (320 respondents), followed by 28.3% who were under 20 years old (130 respondents), and 2.1% who were older than 24 years (10 respondents). Regarding the duration of TikTok usage per week, 36.7% of respondents reported using TikTok 6 to 8 times a week (169 respondents), while 30.7% used it more than 8 times per week (141 respondents). Additionally, 20.0% used TikTok about 3 to 5 times a week (92 respondents), and 12.6% used it less than 3 times a week (58 respondents). Finally, with respect to intention to learn more about digital marketing, a significant 93.5% of respondents (430 individuals) expressed a strong interest in learning more about digital marketing in the digital age. Only 6.5% (30 respondents) indicated they were not interested in learning more, as they had already acquired this knowledge.

Outer Loading

The validity of the data was assessed using the outer loading method, which examines the significance of the factors related to each variable indicator. The evaluation showed that all the questions corresponding to the research variables had outer load values greater than 0.6, indicating that all indicators were valid. This confirms that no indicators needed to be removed from the analysis.

Table 4. Outer Loading Results

Indicator	Outer Loading	Conclusion
PEOU1	0.834	Valid
PEOU2	0.842	Valid
PEOU3	0.903	Valid
PU1	0.864	Valid
PU2	0.825	Valid
PU3	0.878	Valid
ATD1	0.917	Valid
ATD2	0.811	Valid
ATD3	0.816	Valid
PBC1	0.798	Valid
PBC2	0.882	Valid
PBC3	0.819	Valid
SNM1	0.894	Valid
SNM2	0.749	Valid
SNM3	0.785	Valid
DEI1	0.890	Valid

DEI2	0.894	Valid
DEI3	0.749	Valid

Average Variance Extracted (AVE)

Convergent validity was assessed by calculating the Average Variance Extracted (AVE) for each construct. A construct is considered valid if the AVE value is greater than 0.5. Based on this criterion, the results of this research confirm that all AVE values exceeded 0.5, meeting the standards of convergent validity. This indicates that all item constructs in the study are valid, as each construct accounted for more than 50% of the variance in its respective indicators.

Table 5. AVE Results

Variable	AVE	Description
Technology Acceptance Model	0.692	Valid
Theory of Planned Behavior	0.641	Valid
Digital Entrepreneurship Intention	0.656	Valid

Cross Loadings

To evaluate discriminant validity, cross-loading analysis was conducted. An indicator is considered valid if its cross-loading value on the construct (latent variable) it is associated with exceeds the cross-loading value on other constructs (latent variables). Based on these criteria, all variables in this study are deemed valid, as the construct indicator values for each variable were higher when measuring their respective constructs than when correlated with other constructs. This confirms that each indicator is appropriately linked to its corresponding construct, further ensuring the robustness of the measurement model (Putra, 2022).

Table 6. Cross Loadings Results

Variable	Technology Acceptance Model	Theory of Planned Behavior	Digital Entrepreneurship Intention
PEOU1	0.886	0.283	0.537
PEOU2	0.830	0.430	0.600
PEOU3	0.909	0.254	0.534
PU1	0.714	0.333	0.550
PU2	0.688	0.365	0.608
PU3	0.673	0.306	0.584
ATD1	0.761	0.325	0.552
ATD2	0.755	0.327	0.589
ATD3	0.771	0.212	0.509
PBC1	0.177	0.730	0.624
PBC2	0.445	0.659	0.835
PBC3	0.668	0.390	0.802
SNM1	0.347	0.854	0.553
SNM2	0.340	0.858	0.649
SNM3	0.195	0.730	0.512
DEI1	0.667	0.395	0.721
DEI2	1.140	0.060	0.930
DEI3	1.612	-0.275	1.138

Fornell-Larcker Criterion

The Fornell-Larcker criterion was applied to assess discriminant validity by comparing the square root of the Average Variance Extracted (AVE) for each construct with the correlations of the latent variables. This method determines whether the AVE value for each construct is higher than the squared correlation between that construct and other constructs. In this study, the analysis showed that all seven variables met the Fornell-Larcker criteria, indicating that each construct is sufficiently distinct from the others and ensuring the robustness of the measurement model (Hair *et al.*, 2021).

Table 7. Fornell Larcker Criterion Results

Variable	TAM	TPB	DEI
TAM	0.810		
TPB	0.705	0.809	
DEI	0.728	0.608	0.794

Heterotrait-Monotrait Ratio (HTMT Ratio)

The Heterotrait-Monotrait Ratio (HTMT) is a measure used to assess discriminant validity by comparing the correlation between different constructs (heterotrait-heteromethod correlations) with the correlation within the same construct (monotrait-heteromethod correlations). HTMT estimates the real correlation between two constructs, assuming both constructs are measured perfectly. The HTMT ratio is calculated by averaging all the correlations of the indicators that measure different constructs and comparing this with the average of the correlations of indicators measuring the same construct. In this study, while most constructs met the HTMT validity criterion, one of the HTMT ratios exceeded the threshold of 0.9, suggesting that the discriminant validity for some variables may need further refinement. This result highlights the need for more precise measurement to ensure clearer distinctions between certain constructs (Putra, 2022).

Table 8. Heterotrait-Monotrait Ratio (HTMT Ratio) Results

Variable	TAM	TPB	DEI
TAM			
TPB	0.554		
DEI	0.699	1.087	

Based on the three evaluations of discriminant validity, it can be inferred that the test results for digital entrepreneurship intention and theory of planned behavior did not support the HTMT ratio. This suggests that the two constructs are correlated and not sufficiently distinguishable from one another. The correlation between these constructs likely resulted from some items in the questionnaire being similarly worded, which could have led to redundancy and inflated correlations. However, the cross-loadings and Fornell-Larcker Criteria still supported the discriminant validity standards. Considering that two of the validity approaches were met, the questionnaire items are deemed valid, and the results are generalizable.

Reliability Testing

A reliability test was conducted to ensure the trustworthiness of the construct items. In SmartPLS, the reliability indicator reflects the proportion of variance explained by the latent variable. The findings revealed that the composite reliability for each variable was greater than 0.7, and Cronbach's Alpha was also above 0.7, confirming that all variables are reliable. This indicates that the instruments used in the study provide consistent and accurate measurements, ensuring the robustness of the data collected (Hair *et al.*, 2021).

Table 9. Reliability Statistics Results

Variable	Cronbach Alpha	Composite Reliability
TAM	0.833	0.909
TPB	0.857	0.857
DEI	0.872	0.872

Path Coefficients

Path coefficients refer to the estimates obtained for the relationships between constructs in structural models using the SEM-PLS algorithm. These coefficients are standardized values that range from -1 to +1. A path coefficient value closer to +1 indicates a strong, positive, and significant relationship between the constructs, while a value closer to -1 suggests a negative and weak relationship. The closer the path coefficient is to 0, the weaker the relationship between the latent variables in the structural model. This approach allows for a clear understanding of the

strength and direction of the relationships between the constructs under investigation (Hair *et al.*, 2021).

Table 10. Path Coefficients Results

Path	T Statistics	P Values	Hypothesis	Description
TAM->DEI	4.394	0.000	H1	Significant
TAM->TPB	2.651	0.013	H2	Significant
TPB->DEI	5.235	0.000	H3	Significant

H1 Test Results

The results of testing H1 show that the Technology Acceptance Model (TAM), specifically the constructs of perceived ease of use and perceived usefulness, has a significant influence on digital entrepreneurship intention. This is evidenced by a T-statistic value of 4.394 and a P-value of 0.000. These findings are consistent with previous research by Xin (2023) and Sharabati *et al.* (2022), which indicate that entrepreneurial intention, characterized by a tendency to develop and implement new business concepts, is strongly associated with social media usage. Social media platforms, such as TikTok, which are user-friendly and valuable tools for business promotion, play a key role in influencing entrepreneurial behaviors. TikTok provides accessible tools for idea validation, networking, and market engagement, which are crucial for building an entrepreneurial venture. These platforms offer entrepreneurs the opportunity to interact with potential customers and partners, helping refine and shape their entrepreneurial intentions (Xin, 2023; Sharabati *et al.*, 2022).

H2 Test Results

The results of testing H2 reveal that the Technology Acceptance Model (TAM) significantly influences the Theory of Planned Behavior (TPB), including its components: attitude, perceived behavioral control, and subjective norms. The T-statistic value for this relationship was 2.651, with a P-value of 0.013. These findings align with previous research by Bouichou *et al.* (2021) and Lamimi *et al.* (2024), which demonstrated that perceived usefulness, perceived ease of use, attitudes, and content richness positively influenced behavioral intentions to use TikTok as a learning tool, especially for providing bite-sized educational content. The findings suggest that integrating TAM with TPB offers a clear and comprehensive framework to understand how the adoption of digital tools influences behavioral intentions. TAM's focus on perceptions aligns with TPB's emphasis on subjective norms, attitudes, and perceived behavioral control, showing that individuals' beliefs regarding the usefulness and ease of use of technology positively influence their attitudes toward using it and, consequently, their intention to engage in digital behaviors (Bouichou *et al.*, 2021; Lamimi *et al.*, 2024).

H3 Test Results

The results of testing H3 show that the Theory of Planned Behavior (TPB), including the constructs of attitude, perceived behavioral control, and subjective norms, has a significant influence on digital entrepreneurship intention. This is supported by a T-statistic value of 5.235 and a P-value of 0.000. These findings corroborate previous research by Sartika and Santosa (2023) and Maheshwari *et al.* (2023), which indicate that the stronger an individual's positive attitude and subjective norms toward a behavior, and the higher their perceived behavioral control, the stronger their intention to engage in the behavior. The results highlight the strong utility of TPB in understanding the social and cognitive factors that drive entrepreneurial intentions, particularly in the rapidly growing digital sector. This study reinforces the idea that entrepreneurial intentions are not only driven by opportunity or motivation recognition but are also deeply influenced by psychological factors, as outlined in TPB (Sartika & Santosa, 2023; Maheshwari *et al.*, 2023).

R-Square

R^2 measures the predictive power of a model, representing the proportion of variability in endogenous variables explained by exogenous variables. The normalized R^2 value ranges from 0 to 1, with higher values indicating better model fit and predictive accuracy. In this study, the R^2 values were

calculated to assess how well the independent variables explained the variance in the dependent variables. A larger R^2 value signifies a stronger relationship between the constructs and a more accurate prediction of the model's outcomes (Hair *et al.*, 2021).

Table 11. R-Square Results

Variable	R-Square	Adjusted R-Square
Digital Entrepreneurship Intention	0.788	0.784

The adjusted R-Square for digital entrepreneurship intention is 0.784, meaning that 78.4% of the variability in the digital entrepreneurship intention can be explained by the independent variables in the model, demonstrating a strong influence. The remaining 21.6% is attributed to other variables not included in the model.

Model Fit Summary

According to conventional guidelines, a model is considered to fit well if the SRMR (Standardized Root Mean Square Residual) value is less than 0.08 and the NFI (Normed Fit Index) is less than 1. The model in this study shows that the SRMR values for both the saturated and estimated models are below 0.08, and the NFI values are also below 1. This confirms that the construct model is well-fitted and supports the robustness of the proposed relationships within the model.

Table 12. Model Fit Results

	Saturated Model	Estimated Model
SRMR	0.067	0.068
NFI	0.398	0.393

Quality Index Testing

Due to test the predictive relevance of a model, it can be estimated from the Goodness of Fit test. Q^2 is used to calculate the contribution of exogenous constructs to the Q^2 value of the endogenous latent variable. The Q^2 value has a range of $0 < Q^2 < 1$. The Q^2 value indicates that the exogenous construct is predictively relevant, which is stated as small if it starts from 0.02-0.14, medium between 0.15 – 0.34, and large if it is above 0.35 for certain endogenous constructs. Hence, the obtained GoF index value is 0.723, confirming index for the construct model.

$$GoF\ Index = \sqrt{Average\ AVE\ x\ Average\ R^2}$$

$$Average\ AVE = \frac{0.692+0.641+0.656}{3} = 0.663$$

$$Average\ R2 = 0.788$$

$$GoF\ Index = \sqrt{0.663\ x\ 0.788}$$

$$GoF\ Index = 0.723$$

Discussion

The findings of this study indicate that the TikTok application plays a significant role in shaping digital entrepreneurship intentions among university students in Batam City. This research utilizes the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) to explore the impact of perceived ease of use and perceived usefulness of TikTok on students' entrepreneurial intentions. These findings align with Secundo *et al.* (2021), who highlight how social media, including TikTok, serves as an enabling tool for young entrepreneurs to develop their digital businesses at a low cost. TikTok, with its algorithm-driven content discovery, provides an opportunity for young entrepreneurs to reach a wider audience without relying on a large number of followers, which supports findings in Wang *et al.* (2023). The platform allows them to leverage creativity and engage with global consumers without needing significant initial capital.

Furthermore, the results confirm that positive attitudes toward using TikTok, subjective norms, and perceived behavioral control play an essential role in shaping digital entrepreneurship intentions. This is consistent with Mahmudin (2023), who shows that a positive attitude toward new technologies is directly associated with the intention to engage in digital entrepreneurship. The study also supports the findings of D'Angelo (2022), which states that social support from friends, family, and the community can increase students' confidence in using TikTok as a marketing tool. Additionally, perceived behavioral control believing that they can effectively use TikTok

strengthens their intention to start and manage a digital business. This supports Phuong Dung *et al.* (2023), who emphasize the importance of perceived control in enhancing the intention to use social media for digital entrepreneurship. Based on these findings, practical implications can be applied to platform developers and educational institutions. Entrepreneurship curricula at universities could integrate training on using digital platforms like TikTok to support students who wish to start their businesses. This would accelerate technology adoption and enhance students' digital skills, as suggested by Secundo *et al.* (2021). Furthermore, TikTok developers could introduce features that better support digital entrepreneurship, such as more user-friendly marketing tools and advanced analytics to help new entrepreneurs manage and grow their businesses effectively. This study also suggests that future research could expand the geographical and demographic scope and consider other variables, such as government policies and socio-economic factors, that may influence the use of TikTok in digital entrepreneurship across different regions in Indonesia.

4. Conclusion

This study concludes that the Technology Acceptance Model (TAM), particularly the components of perceived ease of use and perceived usefulness, significantly influences the digital entrepreneurship intentions of university students in Batam City. Perceived ease of use reduces barriers to technology entry, enabling students to focus more on entrepreneurial activities. Similarly, perceived usefulness helps students recognize how platforms like TikTok contribute to customer engagement, business efficiency, and entrepreneurial intentions. Furthermore, the study confirms that TAM influences the Theory of Planned Behavior (TPB), which includes attitudes, perceived behavioral control, and subjective norms. When students view TikTok positively, they develop a favorable attitude towards it, and those who feel confident in their ability to use the platform effectively are more likely to pursue digital entrepreneurship. Subjective norms, driven by social pressures and the influence of key figures, also play a crucial role in encouraging students to adopt digital entrepreneurship strategies. Theoretical implications suggest that this study contributes to the integration of TAM and TPB in understanding digital entrepreneurship intentions. The study emphasizes that both perceived ease of use and perceived usefulness not only drive technology adoption but also foster entrepreneurial motivation, expanding TAM's applicability beyond technology adoption to entrepreneurship. By highlighting how constructs like attitude, subjective norms, and perceived behavioral control interact with TPB, the study offers a holistic framework for understanding how technology perceptions influence entrepreneurial intentions, particularly among university students in the digital age.

Managerial implications of the study suggest that educational institutions and platform developers in Batam should focus on enhancing digital literacy among students by offering hands-on training with platforms like TikTok. By highlighting the platform's practical usefulness and ease of use, educational institutions can encourage students to adopt these tools to explore entrepreneurial opportunities. Additionally, TikTok could create initiatives tailored to aspiring entrepreneurs, such as tutorials, business-focused content creation tools, and partnerships with educational institutions, to help students utilize the platform for entrepreneurial purposes. However, this study has some limitations, particularly its geographical focus, as it is confined to university students in Batam City, limiting the generalizability of the findings. Although the study used a sample size of 460 respondents, further exploration of data variability could provide deeper insights. The potential overlap between constructs, as indicated by the Heterotrait-Monotrait (HTMT) ratio, also poses challenges in ensuring discriminant validity. Future research could address this by refining the questionnaire, employing advanced validation techniques, or adopting alternative measurement models to distinguish closely related constructs. Future research could expand the geographical scope to assess how regional differences affect the generalizability of results. It could also explore diverse demographic groups or modify variables to improve the validity and acceptance of the findings. Additionally, researchers could target larger populations to offer a broader understanding of the

influence of TikTok on digital entrepreneurship. Finally, the findings suggest that educational institutions and policymakers in Batam City should prioritize integrating digital tools like TikTok into entrepreneurship education to help cultivate digital entrepreneurship intentions among university students. Educators should focus on providing practical, hands-on training while emphasizing TikTok's accessibility and its role in promoting business ideas. TikTok developers could also consider creating tailored initiatives, such as offering business tools, educational tutorials, and establishing university partnerships. These efforts would reduce barriers to entry, enhance students' digital literacy, and empower them to leverage the platform for innovation and economic growth. Expanding the research beyond Batam City and including diverse populations would provide a broader perspective on TikTok's impact on digital entrepreneurship.

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