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## Entrepreneurial Motivation, Creativity, and Social Media Utilization as Determinants of Sustainable Entrepreneurial Intention among Indonesian Millennials: A Systematic Literature Review

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**Abstract:** The emergence of sustainable entrepreneurial intention among Indonesian millennials represents a critical foundation for cultivating an innovation-oriented entrepreneurship ecosystem that delivers economic value while simultaneously advancing environmental stewardship and social welfare. This study undertakes a Systematic Literature Review (SLR) to synthesize existing scholarly evidence on how entrepreneurial motivation ( $X_1$ ), creativity ( $X_2$ ), and social media utilization ( $X_3$ ) shape sustainable entrepreneurial intention ( $Y$ ) within the Indonesian millennial demographic. A rigorous curation process yielded sixteen peer-reviewed sources organized into two thematic clusters: a core entrepreneurship cluster and a circular economy (CE)-based food innovation cluster that anchors the sustainability dimension. Variable-level narrative synthesis reveals three core findings. First, entrepreneurial motivation positively influences intention through achievement drive, autonomy aspiration, and social impact commitment. Second, creativity strengthens intention via divergent ideation, identification of upcycling opportunities, and tolerance for ambiguity. Third, social media utilization enhances intention by facilitating entrepreneurial knowledge acquisition, fostering digital entrepreneurial identity construction, and amplifying the social value of sustainability-oriented products. The Gokara prototype — an instant savory porridge formulated from cassava pulp (onggok) currently under development — serves as a contextual illustration of how these three determinants converge within Indonesia's CE food

entrepreneurship landscape. Three empirically testable hypotheses are proposed to guide subsequent quantitative inquiry.

**Keyword:** Entrepreneurial Motivation; Creativity; Social Media; Entrepreneurial Intention; Millennials; Sustainability; SLR

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## INTRODUCTION

Indonesia confronts two interrelated structural challenges that simultaneously open a strategic window of opportunity. The first challenge concerns persistently elevated unemployment among university graduates, a condition that remains unmatched by proportional growth in innovation-driven entrepreneurship. The second involves the enormous volume of organic waste generated by the agroindustry sector — notably *onggok*, the solid residue of tapioca processing — the vast majority of which is still discarded, contributing to environmental degradation and greenhouse gas emissions (Sarangi et al., 2024). This paradoxical situation reveals an underexplored opportunity space: functional food entrepreneurship grounded in circular economy (CE) principles.

The Gokara prototype — an instant savory porridge utilizing cassava pulp as its primary ingredient, presently under development by students at TriGran Lab — concretely illustrates this opportunity. Research by Hidayat et al. (2021) demonstrated that *onggok* subjected to fermentation with *Saccharomyces cerevisiae* yields flour with significantly elevated protein content and cyanide levels well below food safety thresholds. Hidayat et al. (2018) further documented the consistency of this fermentation process, while Zhong et al. (2021) introduced a more efficient ultrasonic detoxification alternative. From a market perspective, over 95% of the Indonesian population falls short of the recommended daily fiber intake (Dahl & Stewart, 2015), and colorectal cancer incidence places Indonesia second highest in Southeast Asia (Sung et al., 2021). Geissdoerfer et al. (2017) affirmed that CE constitutes a business paradigm capable of extracting new value from resources previously regarded as worthless.

It is essential to recognize that CE-based food entrepreneurship opportunities of this nature cannot materialize without creativity at the food technology level. The conversion of *onggok* from an industrial waste stream into a functional food ingredient represents a sequence of creative problem-solving activities spanning multiple scientific disciplines. Hidayat et al. (2021) and Hidayat et al. (2018) demonstrated that technical creativity is required to optimize semi-solid fermentation parameters for protein enrichment while simultaneously suppressing cyanide to safe concentrations. Zhong et al. (2021) showed that the innovative application of ultrasonic pretreatment eliminates hydrogen cyanide more efficiently than conventional methods — a solution born from cross-disciplinary divergent thinking. Moreover, creativity is indispensable for recognizing market gaps: the fact that over 95% of Indonesians consume insufficient dietary fiber (Dahl & Stewart, 2015) and the substantial colorectal cancer burden across Southeast Asia (Sung et al., 2021) represent not merely epidemiological data points but business opportunities perceptible only to individuals with strong creative thinking capacity. Sarangi et al. (2024) and Bhatia et al. (2023) emphasized that food waste valorization innovation demands the ability to translate scientific concepts into commercially viable value propositions, while Geissdoerfer et al. (2017) underscored that the CE paradigm itself is fundamentally a product of systemic creativity — a mode of reasoning that departs entirely from linear economic logic. Accordingly, creativity is relevant not only in the business and communication domains but constitutes an integral foundation embedded throughout the entire food technology innovation chain within the CE context.

The fundamental question, therefore, is not whether the technical feasibility exists, but rather: what factors drive Indonesian millennials to develop sufficiently robust sustainable entrepreneurial intention? Drawing on the Theory of Planned Behavior (TPB), Ajzen (1991)

established that intention is the strongest predictor of actual behavior, including the decision to pursue entrepreneurship. Subsequent studies have identified several specific determinants: motivation (Alfaruk, 2016; Supardi et al., 2021), creativity (Zampetakis & Moustakis, 2006; Zampetakis et al., 2011; Yang & Chau, 2011), and social media utilization (Alfaruk, 2016; Sangapan et al., 2025; Aviyanti & Widyastuti, 2024).

The research gap underpinning this study lies in the absence of a Systematic Literature Review that comprehensively examines all three determinants — entrepreneurial motivation, creativity, and social media utilization — within a unified framework explaining sustainable entrepreneurial intention among Indonesian millennials. This study aims to bridge that gap and simultaneously formulate an empirically testable conceptual model, guided by the following research question: how do entrepreneurial motivation (X<sub>1</sub>), creativity (X<sub>2</sub>), and social media utilization (X<sub>3</sub>) influence sustainable entrepreneurial intention (Y) among Indonesian millennials?

## METHOD

This study adopts a Systematic Literature Review (SLR) approach with a variable-by-variable narrative synthesis format. The SLR methodology was selected for its capacity to generate a structured explanatory framework from the accumulated findings of prior research without requiring primary data collection. Literature searches were conducted across four major databases — Scopus, Web of Science, Google Scholar, and the Sinta portal — using the following keyword combinations: “entrepreneurial motivation” AND “intention,” “creativity” AND “entrepreneurship,” “social media” AND “entrepreneurial intention,” “sustainable entrepreneurial intention” AND “Indonesia,” and “circular economy” AND “food upcycling” AND “Indonesia.”

The literature curation process applied three inclusion criteria: (1) direct relevance to at least one research construct (X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>, or Y); (2) a minimum publication quality standard equivalent to Scopus Q4 or Sinta 3; and (3) representation across two thematic clusters — an entrepreneurship cluster and a CE-based food innovation cluster serving as the sustainability context. This selection process yielded sixteen final references as presented in Table 1. The eight references belonging to the CE food cluster (numbers 1–8) initially served as contextual anchors reinforcing the ‘sustainable’ dimension of variable Y; however, deeper analysis revealed that these eight references also bear substantive relevance to the creativity variable (X<sub>2</sub>), given that every breakthrough in food technology — from fermentation optimization and cyanide detoxification to functional food formulation from waste materials — inherently constitutes creative problem-solving in the food science and technology domain. Synthesis was conducted narratively, organized by variable, following the structure: (a) construct definition; (b) mechanism of influence on Y; (c) relevance to the sustainability context; and (d) hypothesis formulation.

**Table 1. Mapping of 16 Prior Research References**

No	Researcher (Year)	Title & Method	Y / Context	X1 Moti	X2 Creat.	X3 S.Med.	DOI
1	Dahl & Stewart (2015)	Health Implications of Dietary Fiber   SLR	Context: fiber deficit & chronic disease risk	–	✓	–	10.1016/j.jand.2015.09.003
2	Sung et al. (2021)	Global Cancer Statistics 2020   Epidemiological	Context: colorectal cancer burden	–	✓	–	10.3322/caac.21660
3	Geissdoerfer et al. (2017)	CE – New Sustainability Paradigm   SLR	Context: circular economy paradigm	–	✓	–	10.1016/j.jclepro.2016.12.048

4	Hidayat et al. (2021)	Optimization of Cassava Pulp Fermentation   RSM	Context: onggok valorization	-	✓	-	10.25181/jppt.v21i2.2075
5	Hidayat et al. (2018)	Physicochemical Changes in Onggok Flour   RAL	Context: fermentation consistency	-	✓	-	10.25181/jppt.v18i3.1370
6	Bhatia et al. (2023)	Food Waste & Carbon Footprint   SLR	Context: env. value of upcycling	-	✓	-	10.3390/ijerph20032318
7	Zhong et al. (2021)	HCN Elimination in Cassava   Experimental	Context: food safety in CE product	-	✓	-	10.1016/j.ultsonch.2021.105742
8	Sarangi et al. (2024)	Food Waste to Food Security   SLR	Context: bioresource-to-security transition	-	✓	-	10.3390/resources13120164
9	Sangapan et al. (2025)	Millennial Entrepreneurship in Urban Indonesia   Narrative Inquiry	Millennial entrepreneurship success	✓	-	✓	10.38035/jkmt.v3i1
10	Supardi et al. (2021)	Work Ethos & Professional Commitment   Regression	Professional commitment	✓	-	-	10.29099/ijair.v6i1.328
11	Aviyanti & Widyastuti (2024)	Leadership & MSME Strategic Decisions   Mixed-Methods	Strategic management decisions	-	-	✓	-
12	Yang & Chau (2011)	Social Involvement & Campus Culture   Survey	Student development & intention	-	✓	-	-
13	Zampetakis et al. (2011)	Creativity & Entrepreneurial Intention   SEM	Entrepreneurial intention	-	✓	-	10.5367/ijei.2011.0037
14	Zampetakis & Moustakis (2006)	Creativity Linked to Intentions   SEM	Entrepreneurial intentions	-	✓	-	-
15	Ajzen (1991)	Theory of Planned Behavior   Theoretical	Goal-directed behavior (TPB)	✓	-	-	-
16	Alfaruk (2016)	Social Media, Motivation & Entrepreneurial Intention   Regression	Entrepreneurial intention	✓	-	✓	10.26740/jepk.v4n2.p164-172

Source: Research data (processed, 2026)

## RESULTS AND DISCUSSION

### Entrepreneurial Motivation (X<sub>1</sub>) and Sustainable Entrepreneurial Intention (Y)

Entrepreneurial motivation and entrepreneurial intention are conceptually proximate constructs, yet they are not identical. Within the Theory of Planned Behavior (TPB) framework, Ajzen (1991) posited that motivation operates as a component of attitude toward

behavior — the individual's positive evaluation of entrepreneurial activity. As the intensity of one's motivation increases, so does the favorability of the attitude formed toward entrepreneurship, which in turn strengthens the intention to pursue it. Empirically, Alfaruk (2016) validated this relationship using multiple linear regression on a sample of young Indonesian entrepreneurs, finding that motivation serves as a significant predictor of entrepreneurial intention operating through two primary typologies: achievement motivation (the drive to excel and accomplish) and independence motivation (the aspiration to work autonomously beyond hierarchical constraints).

In the context of CE-based entrepreneurship, a third motivational typology becomes particularly salient: impact motivation — an intrinsic drive to contribute meaningfully to the resolution of environmental and social problems. Sangapan et al. (2025) documented that successful millennial entrepreneurs in urban Indonesia are characteristically propelled by the social value embedded in their ventures rather than solely by financial gain. Corroborating this perspective, Supardi et al. (2021) demonstrated that work ethic — which correlates closely with intrinsic motivation — functions as a more persistent predictor of professional commitment compared to extrinsic compensation. This finding implies that intrinsically motivated entrepreneurs exhibit greater resilience when navigating the various obstacles inherent in venture development. The relevance of these findings is especially pronounced for the Gokara prototype: the valorization of cassava pulp demands sustained long-term perseverance that can only be maintained by intrinsic motivation, reinforced by the awareness that the venture concurrently addresses environmental pollution (Bhatia et al., 2023) and public health deficiencies (Dahl & Stewart, 2015).

Based on the foregoing synthesis, the following hypothesis is proposed: H1: Entrepreneurial motivation exerts a positive and significant influence on sustainable entrepreneurial intention among Indonesian millennials.

### **Creativity (X<sub>2</sub>) and Sustainable Entrepreneurial Intention (Y)**

Among the various determinants of entrepreneurial intention, creativity stands out as the construct with the most consistently robust empirical support across the literature. Employing structural equation modeling, Zampetakis and Moustakis (2006) identified creativity as a direct and significant predictor of entrepreneurial intention, surpassing the explanatory contribution of demographic variables. Creativity as a construct is operationalized through three interrelated dimensions: divergent thinking (the capacity to generate multiple alternative solutions to a single problem), originality (the degree of uniqueness characterizing the solutions produced), and elaboration (the ability to develop an initial idea into an actionable implementation plan). Together, these three dimensions synergistically form the capability to recognize business opportunities in situations that most individuals perceive as unremarkable.

Zampetakis et al. (2011) deepened these findings through multi-sample SEM analysis, discovering that creativity influences entrepreneurial intention not only directly but also through the mediation of positive attitudes toward entrepreneurship. Highly creative individuals tend to evaluate entrepreneurship more favorably because they perceive it as a vehicle for creative expression, while simultaneously demonstrating greater tolerance for conditions of ambiguity and uncertainty. Yang and Chau (2011) supplemented this perspective by showing that active social participation supports the development of entrepreneurial creativity.

Within CE-based food entrepreneurship, creativity manifests across three distinct levels: (1) technical creativity — the ability to identify cassava pulp as a potential raw material for functional food products (Hidayat et al., 2018, 2021; Zhong et al., 2021); (2) business creativity — the capacity to perceive the gap between abundant tapioca waste and population-level nutritional deficits (Dahl & Stewart, 2015; Sung et al., 2021) as a single integrated business

opportunity; and (3) communication creativity — the skill of constructing an authentic brand narrative centered on the transformation of waste material into high-value food products.

Based on the foregoing synthesis, the following hypothesis is proposed: H2: Creativity exerts a positive and significant influence on sustainable entrepreneurial intention among Indonesian millennials.

### **Social Media Utilization (X<sub>3</sub>) and Sustainable Entrepreneurial Intention (Y)**

Social media utilization represents the most contemporary and contextually relevant determinant for the Indonesian millennial generation. Alfaruk (2016) found that social media utilization serves as a significant predictor of entrepreneurial intention through three operational mechanisms: (1) entrepreneurial information acquisition — social media provides a real-time information flow that lowers perceived barriers to accessing business-relevant knowledge; (2) entrepreneurial identity construction — through the consumption and production of content, individuals progressively build a self-concept as entrepreneurs, thereby strengthening perceived behavioral control as described in the TPB framework (Ajzen, 1991); and (3) social legitimation — the online community ecosystem normalizes entrepreneurship as a widely respected career path.

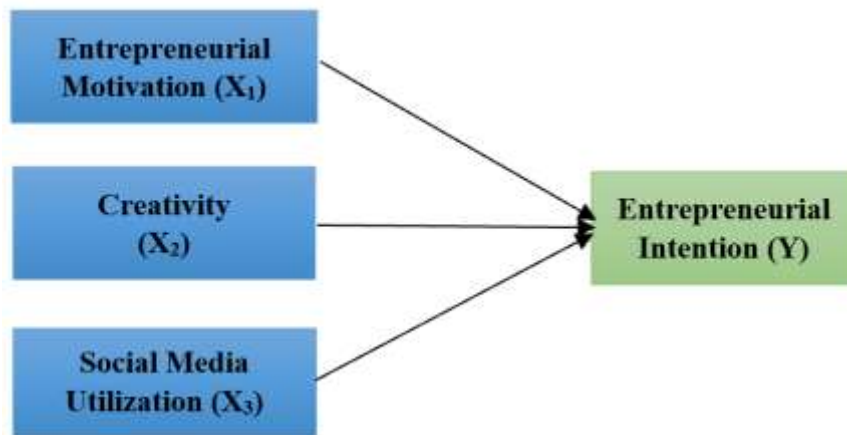
Sangapan et al. (2025) found that successful Indonesian millennial entrepreneurs actively construct narratives around the social value of their ventures on social media platforms. Narratives about positive environmental impact — such as converting tapioca waste that pollutes waterways into nutritious food products — demonstrate high emotional resonance on platforms like TikTok and Instagram, simultaneously serving as a communicative advantage that conventional competitors find difficult to replicate. The adaptive capability to respond to platform algorithm dynamics constitutes a distinguishing characteristic separating millennial entrepreneurs who survive from those who do not.

Aviyanti and Widyastuti (2024) contributed an additional dimension of strategic leadership: Indonesian MSME owners who purposively leverage social media as a leadership instrument demonstrate superior strategic decision-making capabilities. In the context of the Gokara prototype, upcycling narratives disseminated through digital content hold substantial potential for building organic brand awareness — a strategy of particular relevance to nascent entrepreneurs operating under tight marketing budget constraints. Bhatia et al. (2023) reinforced this argument by demonstrating that consumers who understand the positive environmental impact of a product tend to transform into active brand advocates on social media, thereby generating organic multiplier effects.

Based on the foregoing synthesis, the following hypothesis is proposed: H3: Social media utilization exerts a positive and significant influence on sustainable entrepreneurial intention among Indonesian millennials.

### **Research Model and Hypothesis Summary**

Figure 1 presents the research model synthesized from all sixteen literature sources. The parsimonious model (X<sub>1</sub>–X<sub>3</sub> → Y) illustrates three direct influence pathways underpinned by consistent empirical evidence. Table 2 summarizes all three hypotheses along with their mechanisms and supporting literature. For subsequent empirical validation, a quantitative survey design employing multiple regression or SEM-PLS (SmartPLS 4) is recommended, with a minimum sample of 150–200 millennial respondents aged 18–35 who have expressed or attempted entrepreneurial plans.



Source: Developed from Ajzen (1991), Alfaruk (2016), Zampetakis et al. (2011), Sangapan et al. (2025)  
**Figure 1. Research Model: Determinants of Sustainable Entrepreneurial Intention**

**Table 2. Summary of Hypotheses and Literature Support**

H	Independent Variable (X)	Mechanism of Influence on Y	Key References	Sustainability Context
H1	Entrepreneurial Motivation (X1)	Achievement and independence drive form attitude toward behavior (TPB); impact motivation strengthens persistence through CE development stages	Ajzen (1991); Alfaruk (2016); Supardi et al. (2021); Sangapan et al. (2025)	Dual motivation from environmental and health value of ongkok upcycling (Sarangi et al., 2024; Bhatia et al., 2023; Dahl & Stewart, 2015)
H2	Creativity (X2)	Divergent thinking → CE opportunity identification; originality → unique value proposition; elaboration → executable business plan; ambiguity tolerance	Zampetakis & Moustakis (2006); Zampetakis et al. (2011); Yang & Chau (2011); Ajzen (1991)	Technical creativity in ongkok product formulation (Hidayat et al., 2018, 2021; Zhong et al., 2021)
H3	Social Media Utilization (X3)	Information acquisition; digital entrepreneurial identity formation; amplification of CE product social value through authentic upcycling narrative	Alfaruk (2016); Sangapan et al. (2025); Aviyanti & Widyastuti (2024); Ajzen (1991)	Upcycling narrative as high-resonance viral content for eco-conscious consumers (Bhatia et al., 2023; Geissdoerfer et al., 2017)

Source: Synthesized from literature (2025)

## CONCLUSION

This study has successfully synthesized sixteen scholarly sources into a conceptual model identifying three principal determinants of sustainable entrepreneurial intention among Indonesian millennials. Entrepreneurial motivation (X<sub>1</sub>) was found to exert a positive influence through achievement drive, autonomy aspiration, and social impact orientation, which collectively shape attitude toward behavior within the TPB framework (H1). Creativity (X<sub>2</sub>) positively influences intention through divergent thinking capacity and the ability to identify CE-based opportunities, thereby opening an upcycling-based entrepreneurial class that remains invisible under conventional linear economic reasoning (H2). Social media utilization (X<sub>3</sub>) exerts a positive influence through entrepreneurial information acquisition, digital entrepreneurial identity construction, and social value amplification, which collectively reinforce subjective norms and perceived behavioral control within the TPB framework (H3).

The principal contribution of this study lies in its successful integration of three previously disconnected literature clusters into a single analytical framework anchored by the CE food sustainability dimension. From a practical standpoint, these findings suggest the need for three integrated entrepreneurship curriculum modules: first, motivation development through exposure to successful social entrepreneurship role models; second, creativity cultivation through CE-oriented design thinking approaches; and third, social media literacy enhancement as a strategic entrepreneurial instrument. Supporting upcycling-based food ventures such as the Gokara prototype represents an intervention that simultaneously advances SDG 2 (food security), SDG 3 (health and well-being), and SDG 12 (responsible production and consumption). Future research employing a quantitative survey design with SEM-PLS on the Indonesian millennial population is strongly recommended to empirically validate this model.

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