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THE EFFECTS OF SOCIAL MEDIA, BEHAVIOR, AND RELIGIOSITY ON SANTRI ENTREPRENEURIAL INTEREST

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Abstract
This study aims to analyze the influence of social media, behavior, and religiosity of students on entrepreneurial interest at the Darul Uchuwah Islamic Boarding School in West Jakarta. The research method used is quantitative with a survey approach. The research sample was determined by purposive sampling technique using the Slovin formula with a sample size of 60 students. The results showed that social media did not have a significant effect on entrepreneurial interest of students, while student behavior and religiosity had a positive and significant effect on entrepreneurial interest. Student religiosity has also been shown to be the strongest factor because religious values encourage students to view entrepreneurship as an economic activity that is halal, has religious value, and is beneficial to society. Simultaneously, social media, student behavior, and student religiosity have a significant effect on entrepreneurial interest of students.
Keywords: *Social Media, Santri Behavior, Religiosity, Entrepreneurial Interest, Islamic Boarding School*

1. Introduction

The development of digital technology and social media has brought about significant changes in various aspects of life, including the world of education and the economy of Islamic boarding schools (pesantren). Once known as centers of traditional Islamic education, Islamic boarding schools (pesantren), are now beginning to adapt to technology to improve the competitiveness and well-being of their students (Nugroho & Hidayat, 2021). One positive impact of this development is increased access for students to information and business opportunities through social media and digital platforms (Maulana & Syamsudin, 2023). Therefore, it is important to examine the influence of social media and digital technology on entrepreneurial interest among students, particularly at the Darul Uchuwah Islamic Boarding School for Economics.

Social media plays a significant role in shaping the mindset and interest in entrepreneurship among students. Through platforms such as Instagram, Facebook, and TikTok, students can gain business inspiration from young entrepreneurs and learn digital marketing strategies firsthand (Rahman, 2021). Furthermore, social media provides opportunities for students to promote their own products without the need for a physical store, making it easier for them to start a business (Arifin, 2022). With the advent of social media, barriers to marketing products have become smaller, ultimately encouraging students' interest in entrepreneurship.

A person's behavior can also influence entrepreneurial interest. Behavior is an individual's actions manifested in daily actions (Khumairo, 2023). This factor is important because it can influence a person's intentions and actual behavior. If someone feels they have a high level of control over their behavior, they are more likely to have a strong intention and ultimately carry it out (Yusvan et al., 2024). Innovative behavior allows them to face challenges by turning them into opportunities (Krismananda, 2022).

Religiosity is a component of entrepreneurship. Religiosity is a situation and condition in which a person is motivated to carry out something based on religious devotion (Laksono & Soleh, 2022). Entrepreneurship is one of the muamalah activities exemplified by the Prophet Muhammad (peace be upon him). The Prophet Muhammad (peace be upon him) was successful in local and international businesses at the young age of 17, leading trade expeditions across countries such as Syria, Jordan, Bahrain, and Kuwait (Yahdina et al., 2021). Therefore, a person's religiosity will

influence their interest in entrepreneurship.

Interest in entrepreneurship is a crucial factor in fostering economic independence for Islamic boarding school students after completing their education at Islamic boarding schools. Previous studies have shown that students exposed to the digital entrepreneurship ecosystem tend to have a higher interest in starting their own businesses than those without access to social media and digital technology (Rohman, 2020). Furthermore, support from Islamic boarding schools in providing digital-based entrepreneurship programs can also increase students' motivation to explore various business opportunities (Maulana & Syamsudin, 2023). Therefore, understanding the factors influencing interest in entrepreneurship is crucial to improving the effectiveness of economic education programs in Islamic boarding schools.

Several previous studies have examined the influence of social media and digital technology on entrepreneurship, but few have focused on the Islamic boarding school environment. For example, research by Nugroho & Hidayat (2021) showed that intensive social media use is positively associated with increased entrepreneurial awareness among young Muslims. Another study by Rahman (2021) also found that digital technology-based learning can improve business skills among Islamic economics students. Furthermore, research related to entrepreneurial interest in Islamic boarding schools (pesantren) has been conducted, including by (Ernawati, 2021; Khoirunnisa et al., 2023; Kurniawan et al., 2023; Laksono & Soleh, 2022; Nanda, 2023; Shofiyuddin et al., 2023). However, there is limited research specifically examining the influence of social media, religiosity, and behavior on entrepreneurial interest among Islamic boarding school students.

Darul Uchuwah Islamic Boarding School for Economics is one such Islamic boarding school that focuses on developing entrepreneurial skills for its students. With its digital-based economics program, this Islamic boarding school strives to equip students with skills that can help them become economically independent after graduation. However, further research is needed to understand the effectiveness of social media and digital technology in increasing students' interest in entrepreneurship (Arifin, 2022). Therefore, this study aims to fill the gap in previous studies and provide strategic recommendations for administrators.

2. Literature Review

2.1 Social Media and Entrepreneurial Interest

Social media has become a crucial tool in influencing entrepreneurial interest among Islamic boarding school students. Research shows that social media use can increase students' access to information and business opportunities, thus stimulating their interest in entrepreneurship (Kamal & Thoyyibah, 2020). Furthermore, platforms like TikTok allow students to express their creative ideas, which can serve as initial capital for entrepreneurship (Febriyanti, 2023).

However, not all studies find a positive relationship between social media and entrepreneurial interest. Some studies indicate that although social media provides business information, other factors such as entrepreneurship education and income expectations play a more significant role in influencing entrepreneurial interest (Jumadi & Mustofa, 2022). Therefore, the role of social media as a driver of entrepreneurial interest still requires further research.

On the other hand, social media use can also influence students' religious behavior. Research shows that platforms like Instagram can influence the religious behavior of Islamic boarding school students through the features they offer, which in turn can influence their interest in entrepreneurship (Ihzan, 2022). Thus, social media plays a dual role in influencing students' entrepreneurial interest, both directly and indirectly.

Overall, social media can be an effective tool in increasing entrepreneurial interest among

Islamic boarding school students, especially if used wisely and supported by adequate entrepreneurship education. However, it is important to note that social media can also have negative impacts if not used appropriately, so supervision and guidance from Islamic boarding schools are essential.

H1: Social media has a significant effect on santri entrepreneurial interest.

2.2 Santri Behavior and Entrepreneurial Interest

Behavior is the result of all kinds of experiences and interactions between humans and their environment which are manifested in the form of knowledge, attitudes and actions (Loppies & Nurrokhmah, 2021). This behavior will influence students' interest in entrepreneurship. Be it a small business or on a large scale.

The behavior of students plays an important role in shaping their interest in entrepreneurship. Positive attitudes towards entrepreneurship, subjective norms, and perceived behavioral control can increase students' intentions to enter the business world (Suyanto & Astuti, 2020). Research shows that these variables contribute significantly to fostering interest in entrepreneurship among students (Sary et al., 2023).

H2: Santri behavior has a significant effect on santri entrepreneurial interest.

2.3 Religiosity and Entrepreneurial Interest

The religiosity of Islamic boarding school students plays a significant role in shaping entrepreneurial interest. Research shows that high levels of religiosity positively influence students' entrepreneurial interest (Alfiyati, 2019). This suggests that religious values can encourage students to enter the business world.

Furthermore, religiosity also influences entrepreneurial attitudes and behavior. Research in Yogyakarta found that religiosity significantly influenced the entrepreneurial attitudes of young Muslims (Wibowo & Sujono, 2021). This suggests that religious values can shape positive attitudes toward entrepreneurship. Religiosity can also increase independence, which in turn influences entrepreneurial interest (Alfiyati, 2019).

H3 : Religiosity has a significant effect on santri entrepreneurial interest.

H4 : Social media, santri behavior, and religiosity simultaneously have a significant effect on santri entrepreneurial interest.

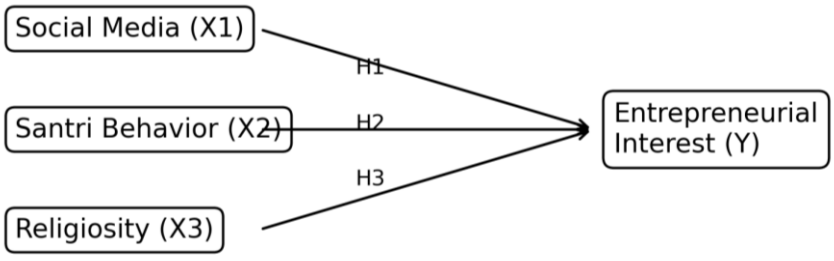


Figure 1. Research Framework

Source: Adapted from the research framework in the source study.

3. Research Methods

This study used a quantitative approach with a survey method. Data were collected using a questionnaire designed on a five-point Likert scale. The independent variables were social media (X1), santri behavior (X2), and religiosity (X3), while the dependent variable was entrepreneurial interest (Y) among santri of Pondok Pesantren Ekonomi Darul Uchuwah.

The study population consisted of 145 santri. Purposive sampling was applied with the criteria that respondents were active santri and resided at the pesantren. The source study estimated the required sample size using the Slovin formula with an error tolerance of 0.10, as follows:

$$n = N / [1 + N(e)^2]$$

Where n is the sample size, N is the population size, and e is the tolerated sampling error. With N = 145 and e = 0.10, the calculation produced approximately 59 respondents; the study used 60 santri as the final sample.

The questionnaire items were developed according to the indicators of each research variable. Instrument validity was tested using Pearson Product Moment correlation, and reliability was evaluated using Cronbach's Alpha. Respondents rated each statement from 1 (strongly disagree) to 5 (strongly agree).

Data analysis was conducted in several stages using statistical analysis software. Descriptive statistics were first used to summarize respondent characteristics and data distributions. Classical assumption tests included normality, multicollinearity, and heteroscedasticity tests. Multiple linear regression was then used to assess the effects of social media, santri behavior, and religiosity on entrepreneurial interest. Statistical significance was evaluated at a 95% confidence level ($\alpha = 0.05$). The analysis plan also included the coefficient of determination, an F-test for the overall regression model, and t-tests for the partial effects of each independent variable.

4. Research Findings and Discussion

4.1 Respondent Characteristics

Table 1. Respondent Characteristics

Variable	Category	Frequency	Percentage
Gender	Male	30	50.0%
Gender	Female	30	50.0%
Age	<15 years	0	0.0%
Age	15-18 years	12	20.0%
Age	19-22 years	25	41.7%
Age	>22 years	23	38.3%
Length of Stay	<1 year	9	15.0%
Length of Stay	1-3 years	27	45.0%
Length of Stay	4-6 years	17	28.3%
Length of Stay	>6 years	7	11.7%
Entrepreneurship Training	Yes	39	65.0%
Entrepreneurship Training	No	21	35.0%

Source: Research data.

The respondents were evenly divided by gender, with 30 male santri (50%) and 30 female santri (50%). This balanced composition allowed the study to describe the examined factors without a gender imbalance in the sample.

Most respondents were 19-22 years old (41.7%), followed by those older than 22 years (38.3%). Respondents aged 15-18 years accounted for 20%, and no respondent was younger than 15 years. Thus, most participants were within an age range in which economic independence and entrepreneurial plans could become increasingly relevant.

Regarding length of stay, 45% of respondents had lived in the pesantren for 1-3 years and 28.3% for 4-6 years. Another 15% had stayed for less than one year, while 11.7% had stayed for more than six years. In addition, 65% of the respondents had participated in entrepreneurship training, whereas 35% had not. These characteristics indicate that most respondents had both sustained exposure to the pesantren environment and some experience with entrepreneurship training.

4.2 Validity and Reliability

The validity test showed that all questionnaire items for social media, santri behavior, religiosity, and entrepreneurial interest had significance values below 0.05. Therefore, all items were considered valid and suitable for further statistical analysis.

Table 2. Instrument Validity Test Results

Variabel	Item	r hitung	r tabel	Sig.	Keputusan
X1	MS1	0.697	0.254	0.000	Valid
X1	MS2	0.899	0.254	0.000	Valid
X1	MS3	0.807	0.254	0.000	Valid
X1	MS4	0.795	0.254	0.000	Valid
X1	MS5	0.885	0.254	0.000	Valid
X2	PK1	0.825	0.254	0.000	Valid
X2	PK2	0.861	0.254	0.000	Valid
X2	PK3	0.874	0.254	0.000	Valid
X2	PK4	0.743	0.254	0.000	Valid
X2	PK5	0.774	0.254	0.000	Valid
X3	REL1	0.731	0.254	0.000	Valid
X3	REL2	0.853	0.254	0.000	Valid
X3	REL3	0.829	0.254	0.000	Valid
X3	REL4	0.787	0.254	0.000	Valid
X3	REL5	0.668	0.254	0.000	Valid
Y	MB1	0.902	0.254	0.000	Valid
Y	MB2	0.920	0.254	0.000	Valid
Y	MB3	0.891	0.254	0.000	Valid
Y	MB4	0.802	0.254	0.000	Valid
Y	MB5	0.841	0.254	0.000	Valid

Source: Research data.

Based on the validity test results involving 60 respondents, all items for variables X1, X2, X3, and Y yielded calculated r-values greater than the r-table value of 0.254, with significance values of 0.000 (< 0.05). Consequently, all 20 statement items were deemed valid and suitable for use as research instruments.

The Cronbach's Alpha values for the respective variables are 0.842 for X1, 0.860 for X2, 0.834 for X3, and 0.919 for Y. All these values exceed 0.70; therefore, the four variables demonstrate good internal consistency and are considered reliable for use in the research analysis. This result means that the questionnaire items used to measure the four research constructs were consistent as a research instrument.

Table 3. Reliability Test Result

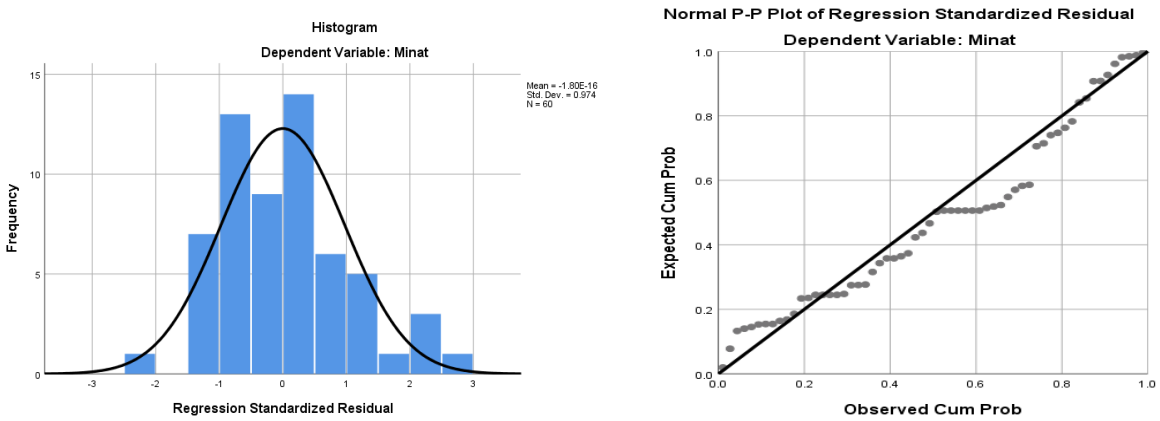
Variabel	Cronbach's Alpha	Jumlah Item	Kriteria	Keputusan
X1 – Social Media	0.842	5	> 0,70	Reliabel
X2 - Santri Behavior	0.860	5	> 0,70	Reliabel
X3 - Religiosity	0.834	5	> 0,70	Reliabel
Y - Entrepreneurial Interest	0.919	5	> 0,70	Reliabel

Source: Research data.

5. Classical Assumption Test

5.1 Normality Test

Based on the residual histogram and the Normal P-P Plot, the regression model's residuals exhibit a pattern approximating a normal distribution. The histogram shows no extreme deviations, while the points on the P-P Plot largely follow the diagonal line. Thus, the assumption of residual normality can be considered satisfied



Picture 1. Normality Test

5.2 Multicollinearity Test

The Tolerance values for all independent variables are above 0.10: 0.351 for X1, 0.374 for X2, and 0.592 for X3. The VIF values are 2.852, 2.674, and 1.688, respectively, all of which are below 10. Thus, the regression model shows no indication of multicollinearity among the independent variables.

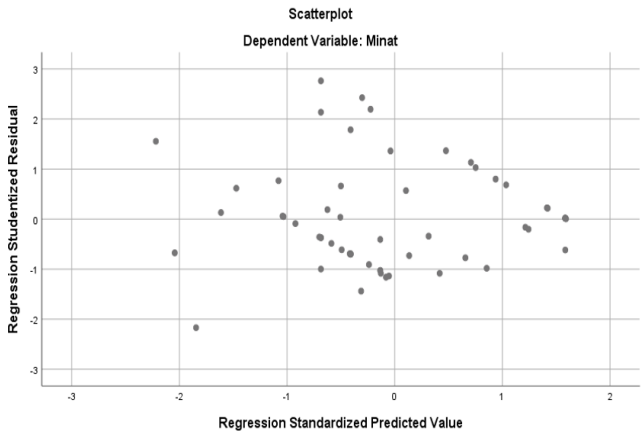
Table 4. Multicollinearity Test

Variabel	Tolerance	VIF	Criteria	Results
X1 – Social Media	0.351	2.852	Tolerance > 0,10 dan VIF < 10	Multicollinearity is not present.
X2 - Santri Behavior	0.374	2.674	Tolerance > 0,10 dan VIF < 10	Multicollinearity is not present.
X3 - Religiosity	0.592	1.688	Tolerance > 0,10 dan VIF < 10	Multicollinearity is not present.

Source: Research data.

5.3 Heteroskedasticity Test

Based on the scatterplot of the Regression Standardized Predicted Value versus the Regression Studentized Residual, the residual points are distributed relatively randomly above and below the value of 0 and do not form a specific pattern. Therefore, the regression model can be said to be free from heteroscedasticity, and the assumption of homoscedasticity is met.



Picture 2. *Heteroskedasticity Test*

5.4 Hypothesis Testing

Table 5. Hypothesis Test

Variable	B	T	p-value	Decision
Social Media (X1) → Entrepreneurial Interest (Y)	-0.014	-0.127	0.900	Rejected
Santri Behavior (X2) → Entrepreneurial Interest (Y)	0.358	3.155	0.003	Accepted
Religiosity (X3) → Entrepreneurial Interest (Y)	0.532	4.044	<0.001	Accepted
Constant	3.065			

Source: Research data.

Based on the table above, according to p-values, the use of social media (X1) does not have a significant effect on entrepreneurial interest (p-value = 0.900 > 0.05); therefore, the first hypothesis is rejected. Santri entrepreneurial behavior (X2) has a significant effect on entrepreneurial interest (p-value = 0.003 < 0.05); thus, the second hypothesis is accepted. Meanwhile, religiosity in entrepreneurship (X3) also has a significant effect on entrepreneurial interest (p-value < 0.001); consequently, the third hypothesis is accepted.

5.5 Effect of Social Media on Entrepreneurial Interest

The partial test showed a regression coefficient of -0.014, a t-value of -0.127, and a p-value of 0.900. Because the p-value was greater than 0.05, the first hypothesis was rejected. Social media use was therefore not shown to have a significant direct effect on the entrepreneurial interest of santri at Pondok Pesantren Ekonomi Darul Uchuwah.

This result suggests that the mere availability or use of social media does not automatically create entrepreneurial interest when usage is not directed toward productive activities such as searching for business ideas, learning digital marketing, building networks, or promoting products. The finding is consistent with Jumadi and Mustofa (2022), who indicated that social media is not the only determinant of business interest because entrepreneurship education, expected income, and religiosity can have stronger roles. It is also consistent with Permatasari and Harsono (2025), who found that social media use was not significant while motivation and entrepreneurship knowledge were significant, and with Febrianti and Puspitowati (2025), who reported a positive but non-significant effect of social media on entrepreneurial interest.

The result differs from Adhiah et al. (2024), who found a positive and significant role of social media in entrepreneurial intention, with financial literacy acting as a mediator. The difference may reflect the distinct characteristics of pesantren students and the institutional context. Rules for device access, patterns of social media use, and digital supervision may differ from those of general university students. Consequently, social media in a pesantren context may need to be systematically directed toward entrepreneurial learning rather than remaining primarily a channel for communication, entertainment, or general information.

5.6 Effect of Santri Behavior on Entrepreneurial Interest

Santri behavior had a positive and significant effect on entrepreneurial interest. The regression coefficient was 0.358, with a t-value of 3.155 and a p-value of 0.003. This indicates that stronger entrepreneurial behavior is associated with greater entrepreneurial interest. The source study interprets such behavior through characteristics including discipline,

independence, innovation, creativity, confidence, responsibility, decision-making ability, and readiness to face challenges.

This finding supports Suyanto and Astuti (2020), who related santri behavior to entrepreneurial interest, and Sary et al. (2023), who emphasized the role of attitudes and experiences that support entrepreneurial activity. In the perspective used by the source study, entrepreneurial intention is affected by positive evaluation of the behavior, environmental support, and perceived ability to act. Oktarina and Pawirosumanto (2024) likewise reported significant effects of subjective norms, perceived behavioral control, entrepreneurship education, and entrepreneurial attitudes on entrepreneurial interest.

Not all evidence is identical. Yusvan et al. (2024) found that attitudes and subjective norms influenced entrepreneurial intention, whereas perceived behavioral control was not significant among health students. Such variation indicates that the effect of behavior can depend on respondents' environment, habits, and prior experiences. In an economic pesantren, daily routines emphasizing discipline, responsibility, cooperation, and independence may align closely with core entrepreneurial characteristics and therefore strengthen entrepreneurial interest.

5.7 Effect of Religiosity on Entrepreneurial Interest

Religiosity had a positive and significant effect on entrepreneurial interest, with a regression coefficient of 0.532, a t-value of 4.044, and a p-value below 0.001. It was the strongest predictor among the three independent variables. This indicates that higher religiosity is associated with stronger entrepreneurial interest among the santri in this study.

The result shows that religious values can shape not only worship practices but also economic orientation. Entrepreneurship can be understood as muamalah that has religious value when it is carried out honestly, responsibly, lawfully, fairly, and for social benefit. The finding is consistent with Alfiyati (2019), who reported an effect of religiosity on santri entrepreneurial interest, and with Wibowo and Sujono (2021), who found that religiosity affected entrepreneurial attitudes among young Muslims. Kinasih et al. (2025) also reported a positive and significant influence of religiosity on sharia-based entrepreneurial interest among students.

Rosada and Anwar (2026) further described the implementation of Islamic entrepreneurial values in pesantren as contributing to economic independence and to the formation of entrepreneurial character through honesty, trustworthiness, independence, creativity, and an Islamic work ethic. This helps explain why religiosity emerged as the most influential variable in the present study: religious values are embedded in the everyday life of santri and can become a direct ethical foundation for economic decision-making.

5.8 Simultaneous Effect of Social Media, Behavior, and Religiosity

Table 6. Simultaneous Effect

R	R^2	Adjusted R^2	Std. Error of the Estimate	F	df	p-value
0.772	0.596	0.575	1.630	27.594	(3, 56)	< 0.001

Source: Research data.

The multiple linear regression model was statistically significant, $F(3, 56) = 27.594$, $p < 0.001$. The model yielded $R = 0.772$ and $R^2 = 0.596$, indicating that social media utilization, entrepreneurial behavior and involvement, and entrepreneurial religiosity jointly explained 59.6% of the variance in entrepreneurial interest. The adjusted R^2 was 0.575, while the standard error of the estimate was 1.630. The remaining 40.4% of the variance was attributable to other

factors not included in the model.

The practical implication is that pesantren entrepreneurship programs should be integrated rather than relying on a single factor. Social media can be directed toward business learning and marketing, while entrepreneurial behavior can be strengthened through practice, mentoring, and habituation. At the same time, religious values can provide an ethical foundation emphasizing honesty, trustworthiness, responsibility, halal transactions, and social benefit. Through this combination, social media may shift from a general communication tool into a productive component of a santripreneur ecosystem.

6. Conclusion

This study concludes that social media did not have a significant partial effect on entrepreneurial interest among santri at Pondok Pesantren Ekonomi Darul Uchuwah. Social media therefore was not the main factor directly shaping entrepreneurial interest in the observed sample. Its contribution may become more meaningful when its use is directed toward business learning, product promotion, digital marketing, and entrepreneurial networking.

Santri behavior had a positive and significant effect on entrepreneurial interest. The stronger the behavioral characteristics associated with entrepreneurship - including discipline, independence, creativity, confidence, responsibility, and readiness to face challenges - the stronger the respondents' interest in entrepreneurship. Religiosity also had a positive and significant effect and was the strongest predictor in the model. This finding emphasizes the importance of religious values in encouraging santri to view entrepreneurship as a lawful, honest, trustworthy, and socially beneficial economic activity.

Simultaneously, social media, santri behavior, and religiosity significantly affected entrepreneurial interest. Accordingly, the source study recommends an integrated santripreneurship approach that combines digital marketing training, direct business practice, business mentoring, and the reinforcement of Islamic entrepreneurial values. Such a program is expected to help santri become more prepared for independent entrepreneurship after completing their education.

A limitation of this study is the small sample size comprising 60 *Santri* (Islamic boarding school students) which prevents broad generalization of the findings. Furthermore, the research model explains 59.6% of the variation in entrepreneurial interest, indicating that other factors outside the scope of this study may also influence the students' interest in entrepreneurship. Future researchers are advised to expand the respondent pool and incorporate additional variables to provide a more comprehensive explanation of the factors influencing the entrepreneurial interest of Santri.

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