

ABSTRACT

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THE IMPACT OF LATE NIGHT SOCIAL MEDIA USAGE TOWARDS COGNITIVE ENGAGEMENT OF FEMALE ENTREPRENEURS IN INDONESIA

(xii + 127 pages; 6 figures; 28 tables; 10 appendices)

The trend of increased social media use is already becoming increasingly visible in everyday life. Excessive usage of social media is a modern phenomenon that has a number of negative effects in the entrepreneurial realm, which has received little attention. Based on the stressor–strain–outcome model, this study intends to reveal that late-night social media usage might impact two psychological strains (technostress and life invasion) amongst female entrepreneurs and hence have an influence on their behavioral outcome (cognitive engagement). The object of this research are female entrepreneurs in Indonesia from the small and medium sized enterprise sector (SMEs) that have used social media late at night. This study used a quantitative approach and non-probability purposive sampling as the sampling technique. There were 200 respondents obtained using an electronic questionnaire which was then processed using the PLS-SEM method using SmartPLS. The results indicate that late night social media usage significantly raises life invasion and technostress among female entrepreneurs. However, late night social media and the two psychological strains has a positive impact towards entrepreneurial cognitive engagement as opposed to negative. The results of this study are expected to provide new insights for female entrepreneurs about the benefits of social media usage.

Keywords: social media usage, life invasion, technostress, cognitive engagement, female entrepreneur

References: 94 (2003-2022)