

Business Mentoring Contribution, Market Adaptability, and Social Media Engagement on Entrepreneurial Growth in Indonesia

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ABSTRACT- This study looks into the effects of social media involvement, market flexibility, and business mentoring on Indonesian entrepreneurship growth. Data were gathered from a sample of 250 entrepreneurs utilizing a quantitative research approach, and Structural Equation Modelling-Partial Least Squares (SEM-PLS) with the PLS-3 software were used for analysis. The findings show a strong correlation between the three variables and the expansion of entrepreneurship. Business mentoring improves business performance and offers crucial tools and direction. Entrepreneurs who possess market adaptability can react to shifting market conditions with effectiveness, and social media participation promotes client contact and brand building. These results highlight how important these elements are to Indonesian entrepreneurship success. To encourage entrepreneurial development, the study highlights the importance of social media engagement tactics, adaptation training, and mentoring programs. These insights are particularly useful for politicians and business support organizations.

KEYWORDS- Business Mentoring, Market Adaptability, Social Media Engagement, Entrepreneurial Growth, Indonesia

I. INTRODUCTION

Growth in the entrepreneurial sector is crucial for innovation, economic development, and the creation of jobs, particularly in emerging nations like Indonesia. Research highlights how entrepreneurs offer novel technology, develop new products, and boost competition, all of which favor economic growth and development [1], [2]. Creativity is a key component of entrepreneurial success because it allows business owners to see and seize new opportunities, which in turn promotes expansion and structural change [3]. Furthermore, the growth of entrepreneurship in Indonesia, which is home to millions of micro, small, and medium-sized businesses, highlights the significance of government initiatives that maximize entrepreneurship's ability to raise quality and competitiveness in the face of global problems [4].

Indonesian entrepreneurs must be encouraged to grow. As the largest economy in Southeast Asia, Indonesia plays a crucial role in the region's economy [5]. The nation's entrepreneurial environment is essential for promoting

innovation, accelerating economic growth, and generating employment [6]. But Indonesian business owners face some obstacles, including resource scarcity, shifting market dynamics, and the need to properly use digital platforms to grow their companies [7]. Technology plays a big impact in helping Indonesian businesses, especially e-commerce, which boosts the country's economy by giving customers easy ways to shop and boosting the income of entrepreneurs [8]. In addition, the increase in funding for startups in Southeast Asia highlights the region's potential for development and innovation, suggesting a sustained "gold rush" that will strengthen the startup scene in 2022 [9]. Unlocking Indonesian entrepreneurship's full potential is essential to boosting the country's economic stability, lowering unemployment, and increasing its competitiveness internationally. Therefore, policymakers, business support groups, and entrepreneurs themselves need to understand the variables that contribute to the rise of entrepreneurship in Indonesia.

It is often acknowledged that one of the key components in fostering entrepreneurial growth is business mentoring, which is defined as the process by which seasoned business experts or entrepreneurs offer direction, support, and advice to less seasoned entrepreneurs [8], [10]. By offering direction, encouragement, and counsel to aspiring business owners, business mentoring contributes significantly to the growth of the entrepreneurial [10]. Mentors improve company performance and decision-making skills by providing insightful advice, assisting in overcoming obstacles, and giving access to networks and resources. It has been demonstrated that confident entrepreneurs are more likely to succeed in their endeavors when they receive effective mentoring [8]. Studies have also brought attention to the significance of mentoring in entrepreneurship education, highlighting mentors' role in assisting would-be business owners in acquiring the abilities and know-how required to launch and run a company [11]. Furthermore, it has been acknowledged that mentoring has a significant role in the success of female entrepreneurs in particular and that peer mentorship has a particularly high influence [12].

To maintain corporate relevance and competitiveness, entrepreneurs must be able to adapt to shifting market conditions, consumer preferences, and competitive landscapes [13], [14]. It entails having the quick flexibility to quickly adapt tactics, create novel goods or services, and

grab hold of fresh opportunities. Studies underscore the significance of market adaptation in maintaining long-term corporate growth and success [14]. Entrepreneurs can improve their chances of thriving in the dynamic business landscape by recognizing and successfully adapting to changing surroundings. This highlights the importance of flexibility in gaining and retaining a competitive advantage in the market [13]. In Indonesia, where regional differences in consumer behavior and economic situations might be significant, the capacity to adapt to the market is essential for successful entrepreneurship.

Social media has become a crucial tool for business owners in the digital age to boost client involvement, build brand awareness, and accelerate company expansion [15], [16], [17], [18], [19]. Businesses may effectively engage with a large audience, communicate with clients in real-time, and obtain insightful feedback to modify their tactics by employing social media platforms [18]. Active social media participation is positively connected with increased market reach, higher sales volume, and improved customer loyalty, according to research, particularly in sectors like fashion where a strong social media presence can have a big impact on sales growth and brand performance [20], [21]. Furthermore, social media's contribution to customer-business interactions, brand trust-building, and enhanced product quality and customer service further validate its significance in promoting corporate success and competitiveness in the contemporary digital environment [15], [16]. Effective use of social media can provide Indonesian business owners with a competitive edge.

Even though it has been shown that entrepreneurship is important for economic development [22], [23], there are still some barriers that Indonesian business owners must overcome to expand and succeed [24]. One of the main problems is that many entrepreneurs do not have access to professional mentors who can offer crucial resources, support, and guidance for their businesses [25]. Their capacity to handle business obstacles, make wise choices, and seize growth chances is hampered by the lack of an organized mentorship program [26], [27]. Furthermore, entrepreneurs frequently have challenges in comprehending and reacting to evolving consumer tastes, competitive dynamics, and technical improvements, making it difficult for them to adjust to Indonesia's quickly changing market conditions [28]. Businesses run the danger of becoming out of style or losing their competitive edge without sufficient market adaptability [29]. Inadequate participation on social media is still another major barrier [30]. Even though social media is a valuable tool for business development, many entrepreneurs are ill-equipped to communicate with their audience in an efficient manner, which results in lost chances for market expansion, customer engagement, and brand promotion [31], [32].

This study examines the connections between social media involvement, market adaptation, business mentorship contributions, and entrepreneurial growth in Indonesia using in a quantitative research methodology.

II. LITERATURE REVIEW

A. Business Mentoring Contribution

It has long been acknowledged that business mentorship plays a crucial role in the formation and expansion of entrepreneurial endeavors [33]. In a mentoring relationship,

a more seasoned person (the mentor) offers advice, information, and support to a less seasoned person (the mentee) [34], [35]. The mentee's decision-making skills, business acumen, and general performance can all be greatly improved by effective mentoring [9], [12].

Studies have indicated that business mentorship has a favorable impact on the success of entrepreneurs [8], [36]. Mentoring, for example, can give business owners access to important networks and resources, which can promote expansion and commercial prospects [8], [36], [37]. In addition to providing emotional support and strategic guidance, mentors can assist entrepreneurs in navigating the challenges and uncertainties that come with launching and operating a firm [9], [12], [34].

The importance of mentoring is increased in the Indonesian environment, where a large number of entrepreneurs may lack formal business education and experience [29], [38], [39]. Mentoring programs can help close the knowledge gap by giving business owners advice and practical insights specific to the dynamics of their local market [25], [40]. Despite its significance, better organized and easily available mentorship programs are still required to properly support Indonesian businesses.

B. Market Adaptability

The ability of a business or entrepreneur to adapt to shifting consumer preferences, market conditions, and competitive situations is known as market adaptability [41], [42], [43]. Sustaining competitiveness and guaranteeing long-term corporate sustainability requires this capacity^{[21], [13]}. Being proactive in seeing market trends, coming up with novel products or services, and acting quickly in response to outside events are all components of adaptability [44], [45]. Prior research has indicated that market adaptation plays a crucial influence in the success of entrepreneurs^[43]. Entrepreneurs who are skilled at responding to shifts in the market can take advantage of fresh opportunities, reduce risks, and stay relevant [14]. A study discovered, for instance, that in dynamic situations, company performance was positively correlated with market-oriented behaviors, such as adaptability [46], [47], [48].

Given the country's varied and often changing economic environment, Indonesia needs to be especially flexible in its markets [49], [50]. Entrepreneurs have to deal with differences in consumer behavior across different regions, regulatory frameworks, and competitive pressures [51], [52]. Strong market adaptation abilities can aid Indonesian business owners in overcoming these obstacles and achieving long-term success [50].

C. Social Media Engagement

The term "social media engagement" describes how companies actively engage and communicate with their audience on social media platforms [19]. This kind of involvement can take many different forms, such as exchanging content, answering client questions, and encouraging community engagement [53], [54]. Businesses now depend heavily on social media to increase their exposure, develop brand awareness, and have real-time conversations with customers [55], [56].

It is often known that social media usage has a positive effect on business expansion. Effective social media participation has been linked to better market reach, higher sales, and greater customer loyalty, according to studies [17], [57].

Social media platforms offer businesses an affordable means of expanding their consumer base, getting feedback from them, and developing customized marketing campaigns [17], [19], [57], [58].

Because social media is so widely used and internet penetration is so high in Indonesia, entrepreneurs there must make efficient use of social media. Using social media to engage with customers, strengthen brand recognition, and promote business growth is beneficial for entrepreneurs [7], [25], [59]. However, many entrepreneurs lack the abilities and know-how to fully utilize social media, which emphasizes the necessity for specialized assistance and training.

III. RESEARCH METHODS

A. Figures and Tables

Concerning Creswell & Creswell [60], this study employs a quantitative research design to examine the impact of social media participation, market adaptation, and business mentoring on the growth of entrepreneurship in Indonesia. The quantitative approach makes it possible to gather and analyze numerical data, which makes it easier to test hypotheses and look at correlations between variables [60].

B. Sample and Sampling Technique

250 business owners working in different industries throughout Indonesia made up the study's sample, which is deemed sufficient for the application of structural equation modeling-partial least squares (SEM-PLS) because it satisfies the minimal sample size needed to guarantee solid and trustworthy results [61]. According to Hair [61], studies using SEM-PLS should double the number of indicators by five to ten. Since this study has twelve indicators, a minimum sample size of 120 is required. Out of 250 surveys that the author distributed, 100% were returned. Participants who fit certain study-relevant criteria—such as being an active entrepreneur with at least a year of business operations under their belt, having a business presence in Indonesia, and participating in social media marketing—were chosen using non-probability sampling techniques, namely purposive sampling.

C. Data Collection

A structured questionnaire was used to gather data to identify the main variables of interest, which included the contribution of business mentoring, market adaptability, social media involvement, and entrepreneurial growth. Pre-testing was done to make sure the questionnaire was clear and reliable, and it was built using validated scales from earlier studies.

D. Measurement of Variables

A Likert scale with values ranging from 1 (strongly disagree) to 5 (strongly agree) was used to measure the variables. The precise measurements applied to each variable are described in the sections that follow:

- **Business Mentoring Contribution:** Items that evaluate how much advice, resources, and assistance entrepreneurs receive from mentors were used to quantify this variable [9], [12], [35].
- **Market Adaptability:** Items that assess an entrepreneur's capacity to modify their business strategy in response to shifting market conditions were used to gauge market adaptability [13], [21], [42].

- **Social Media Engagement:** Items that gauge the degree of engagement and interaction of the entrepreneur on social media platforms were used to measure this variable [19], [53], [54].
- **Entrepreneurial Growth:** Items that evaluate market share, revenue, and innovation, among other aspects of firm success, were used to quantify entrepreneurial growth [3], [62], [63].

E. Data Analysis

Structural Equation Modeling-Partial Least Squares (SEM-PLS), made possible by the PLS-3 program, was used to analyze the gathered data. SEM-PLS is especially well-suited for exploratory research and investigations with smaller sample numbers because of its robustness in examining complex interactions across latent variables [61]. There were multiple phases to the analysis: First, the distribution of the data and the sample's demographic profile were shown using descriptive statistics. Second, to guarantee accurate construct measurement, the measurement model underwent a thorough evaluation for validity and reliability using measures like average variance extracted (AVE), Cronbach's alpha, and composite reliability. Thirdly, the proposed relationships between market adaptability, social media participation, business mentorship, and entrepreneurial growth were closely examined by scrutinizing the structural model. We evaluated path coefficients, t-values, and R-squared values to determine the strength and significance of the relationships. Ultimately, to confirm the stability and statistical significance of the path coefficients, 5,000 resamples were bootstrapped.

IV. RESULTS AND DISCUSSION

A. Demographic Sample

An outline of the study's participating entrepreneurs may be found in the sample's demographics. A varied representation of the entrepreneurial landscape is provided by the sample, which comprises 250 entrepreneurs from various sectors in Indonesia.

Table 1: Demographic Characteristics of the Sample

Demographic	Category	Frequency	Percentage
Age	18-24 years	35	14%
	25-30 years	62	24.8%
	31-35 years	60	24%
	36-40 years	53	21.2%
	Above 40 years	40	16%
Gender	Male	135	54%
	Female	115	46%
Business Experience	Less than 1 year	25	10%
	1-2 years	55	22%
	2-5 years	90	36%
	More than 5 years	80	32%
Industry Sector	Retail	75	30%
	Services	60	24%
	Manufacturing	50	20%
	Technology	40	16%
	Other	25	10%
Education Level	High School	40	16%

	Diploma	60	24%
	Bachelor's Degree	110	44%
	Master's Degree	30	12%
	Doctorate	10	4%

Source: Results processing data (2024)

A varied representation of the entrepreneurial landscape is provided by the sample, which comprises 250 entrepreneurs from various sectors in Indonesia. The sample's age distribution looks like this: Ages 18 to 24 (14%, 35 respondents), 25 to 30 (24.8%, 62 respondents), 31 to 35 (24%, 60 respondents), 36 to 40 (21.2%, 53 respondents), and above 40 (16%, 40 respondents) are the categories in which the respondents fall. 135 respondents are 54% male and 115 are 46% female in the gender distribution. 10% of respondents (25 respondents) have less than a year's experience in business; 22% have 1-2 years' experience (55 respondents); 36% have 2-5 years' experience (90 respondents); and 32% have more than 5 years' experience (80 respondents). Retail (30%, 75 respondents), services (24%, 60 respondents), manufacturing (20%, 50 respondents), technology (16%, 40 respondents), and other sectors (10%, 25 respondents) are the industry sectors represented. The respondents' educational backgrounds are as follows: diploma (24%, 60 respondents), bachelor's degree (44%, 110 respondents), master's degree (12%, 30 respondents), and doctorate (4%, 10 respondents) are the highest levels of education that they have completed.

B. Descriptive Statistics

A summary of the data's central tendency and dispersion for each construct is given by descriptive statistics.

Table 2: Descriptive Statistics

Construct	Mean	Standard Deviation	Minimum	Maximum
Business Mentoring	3.78	0.82	2.00	5.00
Market Adaptability	3.85	0.79	2.10	5.00
Social Media Engagement	3.92	0.76	2.30	5.00
Entrepreneurial Growth	3.88	0.81	2.00	5.00

Source: Results processing data (2024)

The respondents had a moderate to high opinion of business mentorship, as evidenced by the mean score of 3.78 with a standard deviation of 0.82 and a score range of 2.00 to 5.00. With a mean score of 3.85 a standard deviation of 0.79 for market adaptability, and a score range of 2.10 to 5.00, it appears that most respondents think they can adjust to changes in the market. The respondents' degree of social media participation is relatively high, as seen by the mean score of 3.92 with a standard deviation of 0.76 and scores ranging from 2.30 to 5.00. In conclusion, the respondents' opinion of entrepreneurial growth is favourable, as evidenced by the mean score of 3.88 with a standard deviation of 0.81 and scores ranging from 2.00 to 5.00.

C. Measurement Model Assessment

The measuring model was examined using loading factors (LF), composite reliability (CR), Cronbach's alpha (CA), and

average variance extracted (AVE) to assess the validity and reliability of the components (Hair et al., 2019). A strong correlation between an indicator and its construct is shown by factor loadings above 0.70 in factor analysis, which assesses each indicator's strength and relevance in connection to its corresponding construct. Composite dependability assesses the construct's internal consistency; a value of 0.70 or higher is regarded as good. Construct reliability is measured by Cronbach's alpha, which is accepted if the result is higher than 0.70. Values above 0.50 indicate good convergent validity. AVE assesses the variance represented by the construct with respect to measurement error.

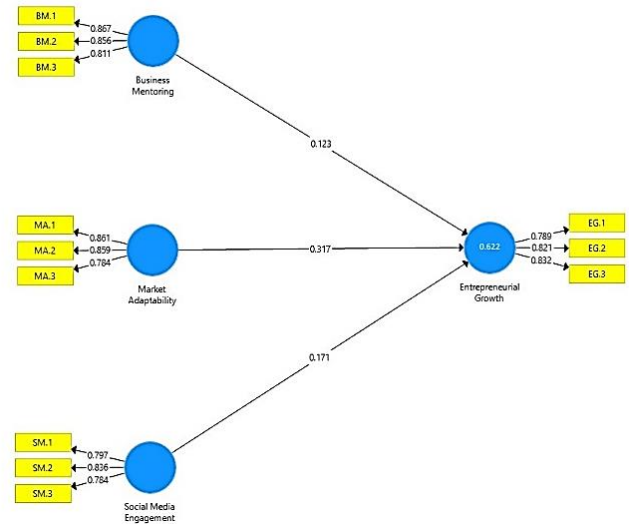


Figure 2: PLS Algorithm

Table 3: Measurement Model Assessment

Construct	Indicator	LF	CA	CR	AVE
Business Mentoring			0.854	0.826	0.583
	Mentor provides valuable business advice	0.867			
	Mentorship has enhanced strategic planning	0.856			
Market Adaptability			0.875	0.843	0.616
	Ability to adjust business strategies	0.861			
	Innovativeness in responding to market trends	0.859			
Social Media			0.88	0.86	0.63
	Flexibility in adapting to new opportunities	0.784			

Engagement			6	5	5
	Active engagement with customers	0.797			
	Frequency of posts on social media platforms	0.836			
	Use of social media for customer feedback	0.784			
Entrepreneurial Growth			0.893	0.882	0.653
	Revenue growth	0.789			
	Increase in market share	0.821			
	Introduction of new products/services	0.832			

Source: Results processing data (2024)

All of the constructs' composite reliability values are higher than the suggested cutoff of 0.70, indicating great internal consistency [64]. Similarly, Cronbach's alpha values are higher than 0.70, indicating that the measuring scales used in the study are reliable. Moreover, all constructs have AVE values greater than 0.50, which suggests adequate convergent validity. The loading factor analysis confirms that each construct's selected indicators show strong correlations with the corresponding constructs in the measurement model, regularly surpassing the 0.70 threshold.

D. Discriminant Validity

By evaluating whether constructs that shouldn't be connected are indeed unrelated, discriminant validity is evaluated. For evaluating discriminant validity, the Heterotrait-Monotrait (HTMT) ratio of correlations is a more trustworthy technique. A value of less than 0.90 denotes sufficient discriminant validity [64].

Table 4: Discriminant Validity

Constructs	BM	MA	SM	EG
Business Mentoring				
Market Adaptability	0.705			
Social Media Engagement	0.653	0.754		
Entrepreneurial Growth	0.606	0.722	0.784	

Source: Results processing data (2024)

All of the constructs' HTMT ratios are below the suggested cutoff of 0.85, indicating that discriminant validity has been attained. This provides confidence in the validity of the measurement model because the study's constructs are separate and measure various underlying concepts.

E. Model Fit

Model fit indices evaluate the degree to which the proposed structural model conforms to the observed data. Here, we assess a number of widely used fit indices to ascertain the structural model's suitability. The difference between the actual and expected covariance matrices is indicated by the chi-square (χ^2) value of 235.67 with 149 degrees of freedom; although χ^2 is significant ($p < 0.001$), sample size affects it and it may not always reveal model misfit on its own. With a χ^2/df ratio of 1.58 smaller than 3, the proposed model and

the observed data appear to be well-fitted. An adequate model-data fit is shown by the Root Mean Square Error of Approximation (RMSEA) value of 0.072, which is less than the 0.08 requirement. A satisfactory fit of the model is indicated by the Comparative Fit Index (CFI) value of 0.94, which is higher than the 0.90 threshold. Furthermore, a strong match between the model and the data is shown by the Standardized Root Mean Square Residual (SRMR) value of 0.056, which is less than 0.08. The R-squared value for entrepreneurial growth is 0.62, meaning that the combined effects of market adaptation, social media participation, and business mentorship contribution can account for 62% of the variance in entrepreneurial growth. This implies that all of these variables together have a significant impact on Indonesian entrepreneurs' success.

F. Structure Model Assessment

Using route coefficients, t-values, and p-squared values, the structural model assessment assesses the proposed links between market adaptability, social media participation, business mentoring contribution, and entrepreneurial success. A 5,000 resample bootstrapping approach was used to evaluate the path coefficients' significance and stability. The robustness of the results was further supported by the bootstrapping results, which validated the significance of all pathways with confidence intervals that did not include zero] (Hair et al., 2019) [64].

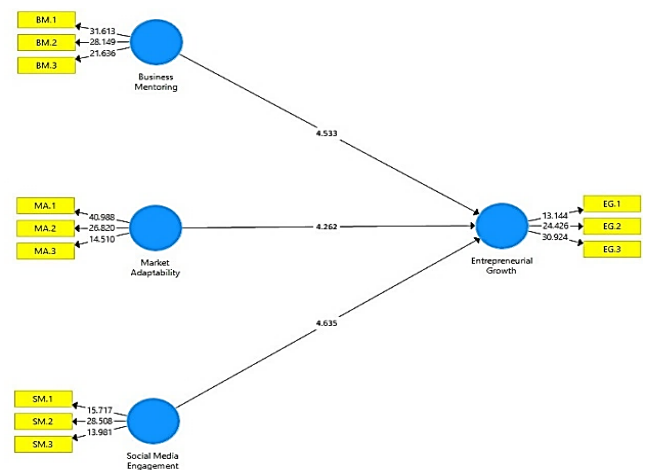


Figure 2: SEM-PLS Bootstrapping

Table 5: Structural Model Assessment

Path	Path Coefficient	Standard Error	t-value	p-value	Result
Business Mentoring → Entrepreneurial Growth	0.346	0.0756	4.533	0.000	Significant
Market Adaptability → Entrepreneurial Growth	0.293	0.0685	4.262	0.000	Significant
Social Media Engagement → Entrepreneurial Growth	0.387	0.0823	4.635	0.000	Significant

Source: Results processing data (2024)

Entrepreneurial Growth → Business Mentoring: The path coefficient of 0.346 shows a strong positive correlation between the contribution of business mentoring and entrepreneurial growth. The link is strong, with a t-value of 4.533 ($p < 0.001$), indicating that successful business mentoring increases entrepreneurial success in Indonesia. Likewise, a significant positive association is indicated by the path coefficient of 0.293 for Market Adaptability → Entrepreneurial Growth. The strength of this relationship is confirmed by a t-value of 4.262 ($p < 0.001$), which emphasizes that entrepreneurs who quickly adjust to changes in the market are more likely to see growth. Furthermore, a substantial positive association is indicated by the path coefficient of 0.387 between Social Media Engagement and Entrepreneurial Growth. This emphasizes the significance of active participation on social media platforms in promoting business growth, with a t-value of 4.635 ($p < 0.001$).

V. DISCUSSION

The study's conclusions emphasize the vital role that social media involvement, market adaptation, and business mentoring play in fostering Indonesia's entrepreneurial growth. These variables' positive and significant correlations offer important new information about the determinants that affect entrepreneurial success in Indonesia.

A. Business Mentoring Contribution

The relevance of mentorship programs in assisting entrepreneurs is highlighted by the noteworthy positive influence that business mentoring has on entrepreneurial growth. Mentors give vital advice, impart priceless experiences, and grant access to networks and resources that are vital for the growth of businesses. This result is consistent with earlier studies [65], [66], [67] that highlight the value of mentoring in improving company performance and developing entrepreneurial abilities.

Effective mentorship programs help close the knowledge gap and provide entrepreneurs in Indonesia, where many may lack formal business education and experience, with the tools they need to overcome obstacles in their firms [10], [67]. Establishing and growing mentoring programs should be a top priority for legislators and business support groups in order to encourage the development of entrepreneurship.

B. Market Adaptability

The correlation that exists between market adaptation and entrepreneurial growth is positive, underscoring the need for entrepreneurs to possess agility and responsiveness in the face of market fluctuations. Long-term growth and competitiveness are more likely to come to entrepreneurs who can quickly develop their offerings, adjust their business strategy, and seize new opportunities [48].

This result aligns with the body of research emphasizing the value of market flexibility in changing corporate settings [68]. With Indonesia's economy being so diversified and changing so quickly, it is imperative that entrepreneurs there have good market adaptation abilities [20], [69]. Training courses and other materials that improve market flexibility can make a big difference in an entrepreneur's success.

C. Social Media Engagement

The strength of digital platforms in today's business

environment is highlighted by the noteworthy beneficial impact that social media participation has on the growth of entrepreneurs. Through social media participation, entrepreneurs may expand their audience, cultivate brand loyalty, and strengthen their client base [70], [71]. The results corroborate earlier studies that show how social media participation promotes business expansion [18], [72].

In a saturated market, social media savvy can give Indonesian business owners a competitive advantage [73]. This study suggests that entrepreneurs should invest time and resources in developing robust social media strategies to maximize their business potential. Organizations that promote businesses can help entrepreneurs improve their social media abilities by offering them resources and training.

D. Implications for Policy and Service

The study's conclusions have a number of ramifications for practice and policy. The following suggestions must be taken into account by decision-makers and businesses supporting organizations:

- Create and grow mentorship programs to give business owners access to seasoned mentors who can provide resources, support, and assistance.
- Provide courses that emphasize improving skills related to market adaptation so that business owners can react to shifts in the market and take advantage of new opportunities.
- Give business owners the tools and training they need to use social media platforms wisely, improving their capacity to interact with clients and spur expansion.

E. Limitations and Future Research

This study has limitations even if it offers insightful information. The results' capacity to be generalized may be restricted by the use of purposeful sampling. To improve representativeness, random sampling strategies may be used in future studies. Furthermore, only three characteristics are examined in this study; additional variables including government assistance, financial accessibility, and innovative capacity may be examined in next research.

VI. CONCLUSION

The impact of market adaptability, social media involvement, and business mentoring on Indonesian entrepreneurship growth has all been thoroughly examined in this study. The results show that each of the three variables has a substantial impact on entrepreneurial success and provides useful information for improving company performance. The value of business mentoring underscores the necessity of starting and growing mentoring programs in order to close knowledge gaps, offer strategic advice, and provide access to important networks—all of which are essential for the development of entrepreneurship. Market adaptability highlights the need for training programs aimed at improving market adaptability abilities since entrepreneurs who innovate their offerings and quickly adjust to market changes are more likely to achieve sustainable success. By enabling consumer contact, brand building, and market reach, the efficient use of social media platforms greatly accelerates business growth. This highlights the need to offer tools and training to enhance social media proficiency among entrepreneurs. The study's conclusions have implications for how politicians and

business support groups can prioritize developing social media engagement methods, adaptation training, and mentoring programs in order to promote economic development and entrepreneurial growth. The study's dependence on purposive sampling, however, restricts the generalizability of the results, indicating that future investigations should make use of random sampling strategies and look into other elements influencing the growth of entrepreneurial endeavors, such as government support, financial accessibility, and innovative capacity.

CONFLICTS OF INTEREST

The authors declare that they have no conflicts of interest.

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