The Analysis of Influence Factors on Interest in Becoming A Technopreneur Based on Individual Entrepreneurship Orientation

Surjandy a, Bruno Sablan b

a Information Systems Department, School of Information Systems, Bina Nusantara University, Jakarta, Indonesia
b English Language Fellow Regional English Language Office (RELO), United State of America

Corresponding author: *surjandy@binus.ac.id

Abstract—Indonesia’s internet usage is rapidly increasing, especially during Covid-19. Today’s most significant number of internet users are students. Students can use the internet for learning, social activities, and business. However, Indonesia still needs a lot of technopreneurs. This study aims to explore factors in internet skills, such as Contextual Efficacy, Internet Self Efficacy, and Computer Self Efficacy, which affect the interest of students in Indonesia to become a technopreneur. The study uses the Structural Equation Model and Partial Lease Square (SEM-PLS) to explore the influence factors of contextual efficacy, internet self-efficacy, and computer self-efficacy that might influence a student's interest in becoming a technopreneur. There were 506 respondents from 11 cities. This study found four relationships that have an influence, such as computer self-efficacy influencing individual entrepreneurship orientation factors. Computer self-efficacy influences the technopreneur intention factor. Contextual element factor influences the technopreneur intention factor, and internet self-efficacy influences the technopreneur intention factor. The study found that three relationships had no effect. The first contextual element factor does not affect Individual Entrepreneurship Orientation. Second, Individual Entrepreneurship Orientation does not affect the Technopreneurship Intention factor; third, Internet Self Efficacy does not affect Individual Entrepreneurship Orientation. The results of this study found that the internet ability factor has a direct influence on asking someone to become a technopreneur. The results of this study are very useful for industry, especially for the education sector, in making technopreneur learning methods. Other factors that were not discussed are being studied further.

Keywords—Technopreneurship intention; internet self-efficacy; individual entrepreneurship orientation; SEM-PLS.

I. INTRODUCTION

Indonesia's internet users during the pandemic increased by 35 million [1]. Teenagers or university students dominate the increase in internet users [2]. Students use the internet for various needs, such as socializing, studying, to doing business [3], university student are potential as technopreneur [4]. On the other hand, the Indonesian state still needs many new technopreneurs [5]. There is a phenomenon for young people with skills in using the internet and even for doing business, but why is the number of technopreneurs still so small? The issue becomes the background of this research to explore the factors of internet ability that influence students to become technopreneurs. This research is essential for the development of technopreneurs in the future. Several studies have been conducted to increase entrepreneurship, especially for university students [6][7][8][9][10][11] and impacting platform in making digipreneur [12]. The research examines the direct influence of contextual elements on Technopreneur Intention through Individual Entrepreneurial Orientation [13]. The research in [14] examines the direct and indirect effects of ICT Self Efficacy and IEO on Technopreneur Intention. The research concerns the factors influencing student interest in technopreneurship[15]. Investigating the impact of ICT self-efficacy on technopreneur Student motivation influences Intention [14]. Research examines contextual factors' influence on individual entrepreneurial intentions [17]. The results of this study indicate that contextual factors have a positive and significant effect on Individual Entrepreneurial Orientation [18].

Previous research found no research that combined the factors used into a model, which is the context for this study. This study uses quantitative methods with the Semantic Equation Model and Partial Lease Square (SEM-PLS)
techniques to see the influence of factors that influence student interest in becoming a technopreneur [19]. SEM-PLS is often used in information systems research [20]. Data collection using Snowball sampling and Google forms and data collection performed while the Covid pandemic was still ongoing, where restrictions on activities outside the home enforce. Respondent data amounted to 506 respondents consisting of 338 male respondents (66.8%) and 168 respondents (33.2%) female. Respondents consisted of 11 cities consisting of 206 respondents (40.7%) from Jakarta, 161 respondents (31.8%) from Tangerang, 39 respondents (7.7%) from Depok, 13 respondents (2.6%) from Yogyakarta, 59 respondents (11.7 %) from Bandung, 17 respondents (3.4%) from Bekasi, four respondents (0.8%) from Malang, three respondents (0.6%) from Semarang, two respondents (0.4%) from Purwokerto, one respondent (0.3%) from Sumedang and Cilegon. The SmartPLS application uses to make data processing easier. The calculations show that there are four significant relationships and three insignificant relationships. Computer Self Efficacy (CSE) affects Individual Entrepreneurship Orientation (IEO) by 68.2%, CSE has a relationship with Technopreneurship Intention (TI) by 34.3%, Contextual Element (CE) has a relationship with IT by 43.9%, and Internet Self Efficacy (ISE) has a relationship with IT by 17.3%. Those who do not have a relationship are CE has no relationship with IEO, IEO has no relationship with IT, and ISE has no relationship with IEO. The results of this study showed that CSE, CE, and ISE have a relationship or very influence on IT. Only IEO does not affect IT. This research benefits the industry, especially learning institutions, so it can improve learning materials [21] to increase students' interest in becoming a technopreneur. The writing of this paper begins with an introduction that describes this in detail research then continues with a literature review that explains the literature used, research methods that explain the methods used in the study, then results and discussions that explain the study's results, and discussion of the results. Which found, and the last is the conclusion of the study.

A. Literature

This section will explain the theoretical basis or literature used and the research model and hypothesis development.

B. Individual Entrepreneurial Orientation (IEO)

Individual Entrepreneurial Orientation (IEO) comes from Entrepreneurial Orientation (EO). Individual Entrepreneurial Orientation is finding and taking advantage of untapped market opportunities or responding to challenges[21]—a person's willingness to take risks in uncertain situations. Individual Entrepreneurial Orientation attracted extensive theoretical and empirical attention in this research. As a result, t organization has become one of the essential components at the enterprise level, most popular in the entrepreneurial literature, and one of the cores in the study of entrepreneurship [23][24][25].

C. Technopreneurship Intention

Intentions are self-predictions to perform a behavior. In the sense that once intentions are formed, actual behavior is expected, Intention is the best predictor of actual behavior [26]. Technopreneurship Intention creates ideas that direct and guide individual actions towards developing and applying new technology business concepts. Being a creative and effective entrepreneur is the principal capital for entrepreneurs to start a business. Therefore, if the Intention is high, it will encourage someone to become a Technopreneur [27].

D. Contextual Element (CE)

Contextual element is one of the environmental factors that contribute to entrepreneurship and influences business decisions more than personality factors contextual element is a component related to entrepreneurial intentions. The contextual element consists of three elements: access to capital, access to information, and the last is social networking. This item is the most prominent impact on business decision-making [28][29].

E. Internet Self Efficacy (ISE)

Internet self-efficacy is a belief in oneself that exceeds one's ability to organize work and do specific jobs using the internet to get results from an achievement. Internet Self-efficacy is closely related to the psychological attitude factor of all humans. People accustomed to using computers will have a higher level of internet self-efficacy than those not used to it. Meanwhile, the self-efficacy level can determine a business's success in learning design with the help of computers and information technology [30][31][32].

F. Computer Self Efficacy (CSE)

Computer Self Efficacy is a judgment of a person's computer skills and expertise to perform a task. It is related to information technology. Therefore, the study of Computer Self Efficacy is essential to determine individual behavior and performance in dealing with information technology.

Computer Self Efficacy is positively related to a person's attitude toward using information technology. In addition, computer self-efficacy has a positive relationship with performance in software training [26][31][33].

G. Stimulus Organism Response (SOR) Framework

The stressor-strain-outcome (SSO) model includes three key aspects: stressors, which are behavioural and emotional stimuli that can have negative effects on individuals, strain, which are adverse emotions or states experienced as a result of stress, and outcomes, which are the effects of the strain on the individual's performance. This model was chosen because the study allows us to understand how the stressor's strain influences the outcomes [34][35].

H. Previous Studies and Research Gaps and Novelty

Several studies have been conducted to increase entrepreneurship, especially for university students [6][7][8][9][10][11]. The research examines the direct influence of contextual elements on Technopreneur Intention through Individual Entrepreneurial Orientation [13]. The research[14] examines the direct and indirect effects of ICT Self Efficacy and IEO on Technopreneur. The research concerns the factors influencing student interest in technopreneurship[15]. Research examining ICT self-efficacy's influence on technopreneurship Intention mediated
by student motivation [16] search examines contextual factors influencing individual entrepreneurial intentions[17]. The results of this study indicate that contextual factors have a positive and significant effect on Individual Entrepreneurial Orientation[18]. This study (the latest in research) explores by combining the essential factors that affect Individual Entrepreneurship Orientation (IEO), namely ISE, CSE, and CE, and then proceeds from IEO to IT (Technopreneurship Intention), which not performs in previous studies.

I. Research Model Development and Hypothesis Development

![Fig. 1 Research Model]

In this section, we will explain the formation of the research model as illustrated in Figure 1.

1) The Relationship between Internet Self-Efficacy Influences Individual Entrepreneurial Orientation Factor. A previous study shows a positive and significant influence between Internet Self Efficacy and Individual Entrepreneurial Orientation. The higher the belief that someone can take advantage of the internet's functions, the higher or trigger the level of individual entrepreneurial orientation such as risk-taking, innovation, and proactiveness[15][29]. Based on this opinion, the hypothesis formed is:

H₃A: Internet Self-Efficacy Influences Individual Entrepreneurial Orientation Factor.

2) The Relationship between Internet Self-Efficacy Influences Technopreneur Intention Factor. A previous study shows a significant positive influence between Internet Self Efficacy and Technopreneur Intention. The higher a person's skills and expertise in using the internet to do a job, the more it determines individual behaviour and performance in dealing with information technology which causes a higher interest in technology entrepreneurship [15]. Based on this opinion, the hypothesis formed is:

H₃B: Internet Self-Efficacy Influences Technopreneur Intention Factor

3) The relationship between Contextual Elements influences Individual Entrepreneurship Orientation Factor. Previous research shows a significant positive influence between Contextual Elements and Individual entrepreneurship orientation factor. The higher the level of contextual elements, such as environmental factors, the higher or trigger the level of individual entrepreneurial orientation such as, innovation and proactiveness [15][24]. Based on this opinion, the hypothesis formed is:

H₄A: Contextual Element influences the factor of individual entrepreneurship orientation.

4) The relationship between Contextual Elements influences Technopreneur Intention Factor. Previous research shows a significant positive influence between Contextual Elements and Technopreneur Intention. Therefore, contextual elements are essential when discussing entrepreneurial intentions and behaviour. The higher the level of contextual elements, such as environmental factors, the higher the interest in entrepreneurial technology[29]. Based on this opinion, the hypothesis formed is:

H₄B: Contextual Element influences the factor of Technopreneur Intention

5) The relationship between Computer Self Efficacy influence on the Individual Entrepreneurial Orientation factor. Previous research has shown a positive and significant influence between Computer Self Efficacy and Individual Entrepreneurial Orientation. The more expert a person's computer skills and expertise to perform the task, the higher level of individual entrepreneurial orientation. For example, risk-taking, innovation, and proactiveness [36]. Based on this opinion, the hypothesis formed is:

H₅A: Computer Self-Efficacy Influences the Factor of Individual Entrepreneurial Orientation

6) The relationship between Computer Self Efficacy influence Technopreneur Intention Factor. Previous research has shown a positive and significant influence between Computer Self Efficacy (CSE) and Technopreneur Intention (IT). The higher a person's computer skills and expertise to perform the task [15]. Then technology. Based on this opinion, the hypothesis formed is:

H₅B: Computer Self-Efficacy Influences the Factor of Technopreneur Intention

7) The Relationship between Individual Entrepreneurial Orientation and the Influence of Technopreneur Intention Factor. In previous research, it found that there was a positive and significant influence between Individual Entrepreneurial Orientation and Technopreneur Intention. Another research proves the same thing experiences of entrepreneurial qualities of specific individuals (e.g., risk-taking, innovation, and proactiveness). The higher interest in entrepreneurial technology shows it is essential in developing more technopreneurs in the future [15][29]. Based on the literature, the hypothesis formed is:

H₆: Individual Entrepreneurial Orientation Influence on the Factor Technopreneur Intention

II. MATERIAL AND METHOD

This section will explain the research methods used.

A. Research Stages & Method

This research begins with the phenomena or problems found.
Figure 2 describes the stages of the research. Begin with discovering phenomena or problems, then look for theories in the literature, continue creating research models and hypotheses, create survey forms, continue with data collection, then data processing with SmartPLS, and finally, create articles.

B. Data Collection and Method
Google Forms facilitated data collection using the Snowball sampling method. Because there are government regulations regarding restrictions on social activities, data is collected by sending survey links via social media platforms such as WhatsApp, etc. Survey form questions are made using a Likert scale of 6. Data collection was carried out for three months in 2022.

III. RESULTS AND DISCUSSION
This section will explain the research methods used.

A. Respondent
Data was collected during the respective COVID-19 pandemic using the Snowball sampling technique, assisted by the Google Form application. The respondents who took part in this survey were 506 respondents.

Figure 3 describes the number of respondents by university city with the following details:
- 206 respondents (40.7%) from Jakarta
- 161 respondents (31.8%) from Tangerang
- 39 respondents (7.7%) from Depok
- 13 respondents (2.6%) from Yogyakarta
- 59 respondents (11.7%) from Bandung
- 17 respondents (3.4%) from Bekasi
- 4 respondents (0.8%) from Malang
- 3 respondents (0.6%) from Semarang
- 2 respondents (0.4%) from Purwokerto, Cilegon
- 1 respondent (0.3%) from Sumedang

Figure 4 shows the number of respondents based on gender, consisting of 338 male respondents (66.8%) and 168 female respondents (33.2%).

B. Validity
This section explains the calculation results from the SmartPLS application.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Contextual Element (CE)</th>
<th>Computer Self Efficacy (CSE)</th>
<th>Individual Entrepreneurial Orientation (IEO)</th>
<th>Internet Self Efficacy (ISE)</th>
<th>Technopreneur Intention (TI)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CE1</td>
<td>0.752</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CE2</td>
<td>0.741</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CE3</td>
<td>0.753</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CE4</td>
<td>0.711</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CE5</td>
<td>0.763</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CSE1</td>
<td>0.705</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CSE2</td>
<td>0.817</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CSE3</td>
<td>0.733</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CSE4</td>
<td>0.787</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CSE5</td>
<td>0.761</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IEO1</td>
<td>0.730</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IEO2</td>
<td>0.709</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IEO3</td>
<td>0.727</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IEO4</td>
<td>0.757</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IEO5</td>
<td>0.735</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ISE1</td>
<td>0.743</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ISE2</td>
<td>0.740</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ISE3</td>
<td>0.769</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ISE4</td>
<td>0.696</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ISE5</td>
<td>0.723</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TI1</td>
<td>0.703</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TI2</td>
<td>0.718</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TI3</td>
<td>0.729</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TI4</td>
<td>0.748</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TI5</td>
<td>0.808</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 1 describes the calculation results of cross loading (discriminant validity) where the score of all indicators used
is greater than 0.6, which generally means all indicators are valid.

E. Result and Discussion

This section will explain the results of bootstrapping calculations and hypotheses.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Original Sample</th>
<th>T-Statistic</th>
<th>p-value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISE → IEO</td>
<td>0.437</td>
<td>1.085</td>
<td>0.278</td>
<td>No</td>
</tr>
<tr>
<td>ISE → TI</td>
<td>0.520</td>
<td>2.936</td>
<td>0.003</td>
<td>Yes</td>
</tr>
<tr>
<td>CE → IEO</td>
<td>0.383</td>
<td>0.093</td>
<td>0.926</td>
<td>No</td>
</tr>
<tr>
<td>CE → TI</td>
<td>0.016</td>
<td>7.185</td>
<td>0.000</td>
<td>Yes</td>
</tr>
<tr>
<td>CSE → IEO</td>
<td>0.124</td>
<td>7.917</td>
<td>0.000</td>
<td>Yes</td>
</tr>
<tr>
<td>CSE → TI</td>
<td>0.107</td>
<td>5.024</td>
<td>0.000</td>
<td>Yes</td>
</tr>
<tr>
<td>IEO → TI</td>
<td>0.301</td>
<td>1.139</td>
<td>0.255</td>
<td>No</td>
</tr>
</tbody>
</table>

Table 3 shows the results and discussion of the research, which concludes as follows:

1) H1A: Internet Self-Efficacy Influences Individual Entrepreneurial Orientation Factor. Internet Self Efficacy factor has no significant effect on Individual Entrepreneurial Orientation. It is because the Path Coefficient value has a value of 0.437. In addition, T-Statistic has a value of 1.085 (< 1.96). And P-Values have a value of 0.278 (>0.05). So, it concludes that hypothesis H6 reject (not significant). Therefore, the study proves that Internet Self Efficacy does not affect the Individual Entrepreneurial Orientation of students. The results of previous studies stated that self-efficacy greatly influences a person's interest in becoming an entrepreneur. However, the covid condition (during data collection) affects a student's interest in becoming an entrepreneur due to unclear conditions in the future [40] 2) H1B: Internet Self-Efficacy Influences Technopreneur Intention Factor. Internet Self Efficacy factor has a significant effect on Technopreneurship Intention. It is because the Path Coefficient value has a value of 0.520 (52%). In addition, T-Statistic has a value of 2,936 (> 1.96). And P-Values have a value of 0.003 (<0.05). So, it concludes that hypothesis H7 is accepted (significant). This study proves that Internet Self Efficacy affects Technopreneurship Intention for students [40][32]. According to this study’s findings, students' ability to access the internet is very beneficial in encouraging them to become technopreneurs.

3) H2A: Contextual Element influences the factor of individual entrepreneurship orientation. Contextual Element factors have no significant effect on Individual Entrepreneurial Orientation. It is because the Path Coefficient value has a value of 0.383. In addition, T-Statistic has a value of 0.093 (< 1.96). And P-Values have a value of 0.926 (>0.05). So, it concludes that hypothesis H3 reject (not significant). The results of this study also state that contextual elements will not necessarily have an effect. Still, more precisely, the knowledge will be much better and affect interest in becoming a technopreneur [41].

4) H2B: Contextual Element influences the factor of Technopreneur Intention. Contextual element has a significant effect on Technopreneurship Intention. It is because the Path Coefficient value has a value of 0.016 (1.6%). In addition, T-Statistic has a value of 7,185 (> 1.96). And P-Values have a value of 0.000 (<0.05). So, it concludes that hypothesis H4 is accepted (Significant). This study

C. Data Validity Average Variance Extracted (AVE), Reliabilities Cronbach’s Alpha dan R Squared

In this section, we will explain the results of the reliability calculation.

Table 2 shows the validity value of the factors. For example, if the AVE value is greater than 0.5, then the factor is declared valid. Exhibit in the table all factors have a value greater than 0.5. In addition, the value of Cronbach's Alpha is greater than 0.6, which means that the factors used are reliable.

The R squared value in Table 2 shows that the ISE, CE, and CSE factors affect 79.8% of the IEO while 20.2% are other factors, while for IT, it is 77.5% the influence of the factors used and 23.5% of other factors.

D. Good of Fit (GoF)

Good of Fit (GoF) is an important indicator, and to see the GoF of this model can be done by calculating the square root by multiplying the average AVE value with the average R² value. A GoF value of 0.1 means Small, a value of 0.25 (Medium), and significant if it is greater than or equal to 0.36 [37][38][39]. The GoF calculation results in this model are 0.745, meaning the model performs well[39].

Fig. 5 Research Model Calculation Result

Figure 5 shows the calculation result of the research model by using SmartPLS.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
<th>Composite Reliability</th>
<th>Average Variance Extracted (AVE)</th>
<th>R Squared</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSE</td>
<td>0.956</td>
<td>0.957</td>
<td>0.719</td>
<td></td>
</tr>
<tr>
<td>CE</td>
<td>0.966</td>
<td>0.968</td>
<td>0.682</td>
<td></td>
</tr>
<tr>
<td>IEO</td>
<td>0.846</td>
<td>0.857</td>
<td>0.720</td>
<td>0.726</td>
</tr>
<tr>
<td>ISE</td>
<td>0.876</td>
<td>0.891</td>
<td>0.719</td>
<td></td>
</tr>
<tr>
<td>TI</td>
<td>0.908</td>
<td>0.912</td>
<td>0.696</td>
<td>0.754</td>
</tr>
</tbody>
</table>
proves that Contextual Elements affect Technopreneurship Intention for students. The same findings from previous research stated that context is an essential factor [42].

5)  \( H_3 \): Computer Self-Efficacy Influences the Factor of Individual Entrepreneurial Orientation. The computer Self-Efficacy factor has a significant effect on Individual Entrepreneurial Orientation. It is because the Path Coefficient value has a value of 0.124 (12.4%). In addition, T-Statistic has a value of 7.917 (> 1.96). And P-Values have a value of 0.000 (<0.05). So, the authors conclude that hypothesis H1 is accepted (significant). This study proves that Computer Self Efficacy affects Individual Entrepreneurial Orientation for students. The impact of the COVID-19 pandemic has also made students find flexibility (online learning compared to face-to-face learning). Motivation becomes very important in online learning because it has many different physical and emotional factors during the online learning process that affects students to learn entrepreneurship [41], [43].

6)  \( H_4 \): Computer Self-Efficacy Influences the Factor of Technopreneur Intention. The Computer Self-Efficacy factor has a significant effect on Technopreneurship Intention. It is because the Path Coefficient value has a value of 0.107 (10.7%). In addition, T-Statistic has a value of 5.024 (> 1.96). And P-Values have a value of 0.000 (<0.05). So, the authors conclude that hypothesis H2 is accepted (significant), this study proves that Computer Self Efficacy affects Technopreneurship Intention for students. Even in the COVID-19 pandemic, students with Computer Self Efficacy can use technology like e-commerce. The findings of this study are consistent with previous studies, which show that knowing (self-efficacy) increases one's interest in becoming a technopreneur [41].

7)  \( H_5 \): Individual Entrepreneurial Orientation Influence on the Factor Technopreneur Intention. The Individual Entrepreneurial Orientation factor has no significant effect on Technopreneurship Intention. It is because the Path Coefficient value has a value of 0.301. In addition, the T-Statistic has a value of 1,139 (< 1.96). And P-Values have a value of 0.255 (>0.05). So, it concludes that hypothesis H5 reject (not significant). Therefore, the study proves that Individual Entrepreneurial Orientation does not affect the Technopreneurship Intention factor of students [41].

IV. CONCLUSION

The research was carried out during the COVID-19 pandemic when social activities were restricted in Indonesia, causing students to study or participate in activities from home. The research found that during the COVID-19 pandemic, students who had computer self-efficacy affected entrepreneurship intention and technopreneurship intention. Furthermore, context element factors affect technopreneurship Intention, and internet self-efficacy affects technopreneurship intention. Therefore, it means students with Internet and computer skills tend to conduct business activities using the internet (eCommerce) during the COVID-19 pandemic.

However, Context Element and Internet Self-Efficacy did not affect individual entrepreneurship orientation and technopreneurship intention during the pandemic. This can happen because of the uncertainty of the economic situation. The ability to surf and create content on the internet is no longer an obstacle to entrepreneurship as a student.

The results implication of this study is beneficial for the education industry in creating learning content that can support the creation of technopreneurs in the future. However, further research is still needed to find other factors not used in this study. Future research is needed to complement the factors not found in this study. However, the results implication of this research can be useful for learning development, specifically for creating new technopreneurs.

REFERENCES


