

## ANALYSIS OF THE INFLUENCE OF THREE ESSENTIAL FACTORS OF SOCIAL MEDIA IN INTENTION TO TECHNOPRENEUR BASED ON THE ENTREPRENEURIAL EVENT MODEL

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**ABSTRACT.** *Social media has become a part of daily activities for university students to communicate, learn, and do business. Research reported since 2016, research on technopreneurs for university students has continued to increase until now. The COVID-19 pandemic in Indonesia limits social activities, including activities in the office. This situation encourages university students to switch to using technology, especially social media to start a business or become a technopreneur. This study analyzes three essential factors in social media: Internet ability, creativity, and computer capability for the entrepreneurial event model. This quantitative study uses the Structural Equation Model method with the Partial Least Square technique to see the effect of the three essential factors in social media on the intention to become a technopreneur. Eight hundred and fifty-four student respondents came from various universities and cities in Indonesia. Data was collected using the snowball sampling method facilitated by Google Forms while the COVID-19 pandemic was still ongoing. The study found three essential social media factors positively affected and reinforced the entrepreneurial event model. The study found that the tendency to act and the perceived desire factor did not affect the intention of technopreneurs. It might happen because university students' psychological conditions affect the implementation of social distancing during the COVID-19 pandemic. Still, the perceived feasibility reinforces the findings previously.*

**Keywords:** Social media, Technopreneur, The entrepreneurial event model, Creativity, Internet ability, Computer ability

**1. Introduction.** Social media has become a part of students' daily activities, communicating, learning, and doing business as technopreneurs. Social media users in Indonesia (170 million social media users) [1] continue to increase along with the increase in Internet usage, which reached 212.35 million [2]. Social media use for business includes Facebook, Instagram, Twitter, Pinterest, Snapchat, YouTube, LinkedIn, and TikTok [3]. Technopreneurs are critical to the country's economic development [4,5]. On the other hand, research reports on startups, especially those based on technology, tend to increase [6]. The students dominate the use of social media [1] and have the ability or skill in the use of social media (Internet ability, creativity, and computer capability [7]). They can use their abilities or skills to do business or become technopreneurs.

However, a phenomenon found that there are very few technopreneurs in Indonesia, only around 3.47 percent of the ratio of the Indonesian population [8]. Therefore, this research aims to observe three essential factors in social media: Internet ability, creativity, and computer ability factors influencing university students to become technopreneurs.

Previous research reported that from 2000 to 2019, 38 technopreneur articles are found on Scopus indexed. Since 2016 research on technopreneurs has increased rapidly [9]. Students are one of the most potential resources to become entrepreneurs or technopreneurs [10,11]. Entrepreneurial learning supports students to become technopreneurs [12,13]. Individual entrepreneurial orientation factors affect computer self-efficacy and Internet self-efficacy that encourage student interest in becoming a technopreneur [10,11,14]. Internet attitude influences Internet self-efficacy factors for technopreneurs [15]. The leadership factor is successful in technopreneurs [16,17]. Several gaps were identified and will be investigated in this study. The research question in this study is how university students' ability to use the Internet, computers, and creativity in social media can affect the entrepreneurial event model during the COVID-19 pandemic. This quantitative research uses the Systematic Equation Model method with the Partial Least Square (SEM-PLS) technique to analyze factors in research in information systems [18-20]. The 854 respondents came from various universities in various cities throughout Indonesia. The questionnaire was distributed while the pandemic was still ongoing, and restrictions on social activities were imposed. This study found differences in results from previous studies where Propensity to Act (PA) and Perceive Desirability (PD) did not affect students' interest in becoming technopreneurs, but perceived feasibility influenced students' interest in becoming technopreneurs. Internet Ability (IA), Creativity (CV), and Computing Capability (CC) factors influence PA, Perceiver Viability (PV), PD, and Intention to Technopreneur (IT). Three essential factors in social media affect the entrepreneurship event model, affecting 62.5% (PA), 59.4% (PF), and 64.7% (PD). The writing of this work begins with an introduction in which the background of the investigation is narrated, previous investigations that have been carried out, gaps or novelty of this research, as well as a summary of the research results. Then proceed with the methodology section which explains the methods used, as well as some literature theories, followed by the results of the research found, a discussion of the results found and finally the conclusions of the research.

**2. Methodology.** This study uses a quantitative methodology using the SEM-PLS technique [21] and begins with creating a research model. This research aims to see the factors of IA, CV, and CC, which are essential in social media [7], and whether they affect university students' desire to become technopreneurs.

**2.1. Technopreneurs.** Technopreneur is an entrepreneur who dedicates to both Information Technology (IT), Software (S/W), and Hardware (H/W) products. Technopreneurs deal with IT-based services and products as their main lines of business. In addition, they use technology to develop new or innovative products through marketing [11].

**2.2. The entrepreneurial event model.** The entrepreneurial event model used in this research (Figure 1) is the model found by Shapero and Sokol in 1982 [22,23]. The model focuses on three main factors that influence the intention of a technopreneur. The Perceive Desirability (PD) factor is a person's personal bias who views the creation of a new business as something exciting and desirable [24,25]. This bias grows from a view of the personal consequences of the entrepreneurial experience (e.g., bad or good) and the level of support from the environment (family, friends, relatives, colleagues). Perceive Feasibility (PF) shows the degree of trust in which a person views himself as having the ability to collect resources (human, social, financial) to build a new business [26]. Propensity to Act (PA) is one of the personality traits that play a role in encouraging interest in entrepreneurship, such as locus of control. Intention to Technopreneur (IT) refers to a person's motivation or interest in becoming an entrepreneur through the use of technology. The entrepreneur can use technology as much as possible to establish a

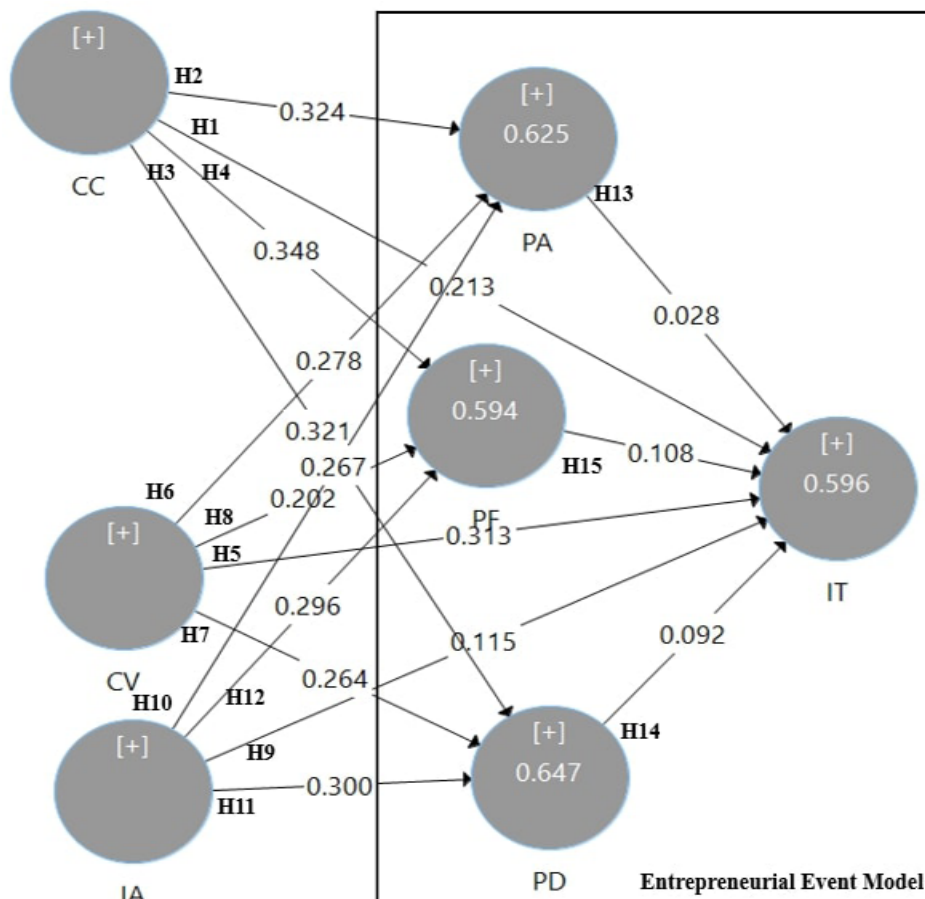


FIGURE 1. Research model

technology company to drive social welfare and prosperity. Both techno-entrepreneurs and entrepreneurs establish a new business that is associated with self-employment. For this reason, it would be patronizing to use technopreneur intention as a personalized concept of entrepreneurial intention in this study. Thus, technopreneur intentions are a state of mind that directs and guides the individual’s actions towards developing and implementing new technological business concepts [24,26].

**2.3. Social media essential factors.** Talking about social media cannot be separated from three essential factors: IA, CV, and CC [7]. First, Internet ability is needed to ensure a network or connection to social media. Creativity is the main thing in creating content on social media which generally has a type or type in a text, picture, sound, and video. Finally, computer capability is also related to content management or creation; computer capability here is the ability to maximize the computer when creating content such as video or picture editing. So it can be concluded that IA, CV, and CC are factors that cannot be separated when discussing social media [7].

**2.4. Research model and hypothesis development.** Social media is a valuable medium for communicating, socializing, looking for ideas, and even doing business [27]. The use of social media for business is a development of social media that everyone can directly utilize to start a business and sell products and services. University students need not sacrifice their lecture time with social media for business. For example, it is a successful student influencer using social media [28]. Becoming a technopreneur such as an influencer, endorser, content creator, and others is an excellent opportunity for university students [29,30]. Therefore, the ability to create content and distribute content requires technical factors such as Internet ability, creativity, and computer skills and non-technical

TABLE 1. Hypothesis development

	Hypothesis	
<i>H1</i>	<i>CC</i> → <i>IT</i>	Computer Capability influences the Intention of Technopreneur
<i>H2</i>	<i>CC</i> → <i>PA</i>	Computer Capability influences the Propensity of the Act
<i>H3</i>	<i>CC</i> → <i>PD</i>	Computer Capability influences the Perceive Desirability
<i>H4</i>	<i>CC</i> → <i>PF</i>	Computer Capability influences the Perceive Feasibility
<i>H5</i>	<i>CV</i> → <i>IT</i>	Creativity influences Intention of the Technopreneur
<i>H6</i>	<i>CV</i> → <i>PA</i>	Creativity influences Propensity of the Act
<i>H7</i>	<i>CV</i> → <i>PD</i>	Creativity influences Perceive Desirability
<i>H8</i>	<i>CV</i> → <i>PF</i>	Creativity influences Perceive Feasibility
<i>H9</i>	<i>IA</i> → <i>IT</i>	Internet Ability influences Intention to Technopreneur
<i>H10</i>	<i>IA</i> → <i>PA</i>	Internet Ability influences the Propensity of Act
<i>H11</i>	<i>IA</i> → <i>PD</i>	Internet Ability influences the Perceive Desirability
<i>H12</i>	<i>IA</i> → <i>PF</i>	Internet Ability influences the Perceive Feasibility
<i>H13</i>	<i>PA</i> → <i>IT</i>	The propensity of Act influences the Intention to Technopreneur
<i>H14</i>	<i>PD</i> → <i>IT</i>	Perceive Desirability influences the Intention to Technopreneur
<i>H15</i>	<i>PF</i> → <i>IT</i>	Perceive Feasibility influences the Intention to Technopreneur

factors, such as technopreneur factors as depicted in Figure 1, namely perceived feasibility, perceived desire, propensity to act, and influence the desire to become a technopreneur. So, it can be concluded that the combination of factors makes a new research model, as shown in Figure 1. So the hypothesis of this research is presented in Table 1.

Table 1 shows 15 hypotheses used in this study from developing the research model. The result of hypothesis H0 is accepted if it has no effect (Not Significant), and H1 is accepted if it is significant (Significant).

**3. Results.** This paragraph will discuss the results of data processing.

**3.1. Data respondent.** All respondents were active university students with accounts on at least one social media platform. The respondent's data totaled 854 active students from universities in various cities in Indonesia, with 491 male respondents (57.49%) and 363 female respondents (42.51%). Based on age, 262 respondents (30.68%) were between 15-20 years old (YO), 541 respondents (63.35%) between 21-25 YO, and 51 respondents (5.97%) above 25 YO. Based on city, 260 respondents (30.44%) were from Jakarta, 95 respondents (11.12%) from Bogor, 67 respondents (7.85%) from Depok, 130 respondents (15.22%) from Tangerang, 98 respondents (11.48%) from Bekasi, 103 respondents (12.06%) from Bandung, 32 respondents (3.75%) from Malang, and 69 respondents (8.08%) from other cities.

**3.2. Data processing result.** This paragraph will discuss all the results of data calculations. Figure 1 shows the data processing results and will be explained in the next session.

**3.3. Cross loading, Cronbach's Alpha (CAIp), R<sup>2</sup>, and Average Variance Extracted (AVE) result.** This session will describe the result of the validation process of each indicator used in this study.

Table 2 shows all indicators values used are significant ( $> 0.7$ ) or valid and reliable (Cronbach's Alpha  $> 0.8$  and AVE  $> 0.5$ ) [31]. The effect of the dependent variable on the independent factor found that the intention to technopreneur factor affected 59.6% of the dependent factor and other factors by 40.4%, propensity to act (62.5%), perceive desirability (64.7%) and perceive feasibility (59.4%) factors influence by three essential factors from social media. All R<sup>2</sup> values greater than 0.5 and less than 0.75 mean a moderate effect [31].

TABLE 2. Calculation result

Variable indicators	Cronbach's Alpha		AVE	R <sup>2</sup>	Status
CC	0.848		0.687		
<i>CC</i> <sub>01</sub> 0.830	<i>CC</i> <sub>02</sub> 0.825	<i>CC</i> <sub>03</sub> 0.818	<i>CC</i> <sub>04</sub> 0.843		
CV	0.897		0.708		
<i>CV</i> <sub>01</sub> 0.822	<i>CV</i> <sub>02</sub> 0.860	<i>CV</i> <sub>03</sub> 0.862	<i>CV</i> <sub>04</sub> 0.835	<i>CV</i> <sub>05</sub> 0.825	
PA	0.891		0.697	0.625	Moderate
<i>PA</i> <sub>01</sub> 0.797	<i>PA</i> <sub>02</sub> 0.818	<i>PA</i> <sub>03</sub> 0.844	<i>PA</i> <sub>04</sub> 0.849	<i>PA</i> <sub>05</sub> 0.866	
IA	0.861		0.713		
<i>IA</i> <sub>01</sub> 0.831	<i>IA</i> <sub>02</sub> 0.868	<i>IA</i> <sub>03</sub> 0.877	<i>IA</i> <sub>04</sub> 0.830	<i>IA</i> <sub>05</sub> 0.814	
IT	0.867		0.706	0.596	Moderate
<i>IT</i> <sub>01</sub> 0.849	<i>IT</i> <sub>02</sub> 0.851	<i>IT</i> <sub>03</sub> 0.847	<i>IT</i> <sub>04</sub> 0.815		
PD	0.869		0.715	0.647	Moderate
<i>PD</i> <sub>01</sub> 0.831	<i>PD</i> <sub>02</sub> 0.846	<i>PD</i> <sub>03</sub> 0.873	<i>PD</i> <sub>04</sub> 0.831		
PF	0.859		0.701	0.594	Moderate
<i>PF</i> <sub>01</sub> 0.813	<i>PF</i> <sub>02</sub> 0.842	<i>PF</i> <sub>03</sub> 0.866	<i>PF</i> <sub>04</sub> 0.826		

3.4. **Model Fit and T-Statistics.** The Model Fit SRMR indicator value is 0.040 (< 0.10), and the NFI value is 0.901 (> 0.9), which means it meets the Good Fit requirements.

Table 3 explains that there are only two insignificant relationships (no effect): the propensity of act on intention to technopreneur and perceive desirability on intention to technopreneur.

TABLE 3. Original Sample (O), T-Statistics and P-Values

	Original sample	T-Statistics	P-Values	Description	Hypothesis result
<i>CC</i> → <i>IT</i>	0.213	3.840	0.000	Significant	H1. Accepted
<i>CC</i> → <i>PA</i>	0.324	7.469	0.000	Significant	H1. Accepted
<i>CC</i> → <i>PD</i>	0.321	7.708	0.000	Significant	H1. Accepted
<i>CC</i> → <i>PF</i>	0.348	7.707	0.000	Significant	H1. Accepted
<i>CV</i> → <i>IT</i>	0.313	5.124	0.000	Significant	H1. Accepted
<i>CV</i> → <i>PA</i>	0.278	6.317	0.000	Significant	H1. Accepted
<i>CV</i> → <i>PD</i>	0.264	5.849	0.000	Significant	H1. Accepted
<i>CV</i> → <i>PF</i>	0.202	4.471	0.000	Significant	H1. Accepted
<i>IA</i> → <i>IT</i>	0.115	2.195	0.028	Significant	H1. Accepted
<i>IA</i> → <i>PA</i>	0.267	5.906	0.000	Significant	H1. Accepted
<i>IA</i> → <i>PD</i>	0.300	6.598	0.000	Significant	H1. Accepted
<i>IA</i> → <i>PF</i>	0.296	6.475	0.000	Significant	H1. Accepted
<i>PA</i> → <i>IT</i>	0.028	0.587	0.558	Not Significant	H0. Accepted
<i>PD</i> → <i>IT</i>	0.092	1.585	0.113	Not Significant	H0. Accepted
<i>PF</i> → <i>IT</i>	0.108	2.376	0.018	Significant	H1. Accepted

4. **Discussion.** This study indicates that three essential factors in social media, which are the dependent factors, namely Internet ability, creativity, and computer ability, have a positive influence on each factor of the entrepreneurial event model. Together, the three essential social media factors influence 62.5% on the propensity to act factor, 59.4% on perceive feasibility, and 64.7% on perceive desirability. Therefore, it means the three essential factors in social media directly support the development of the entrepreneurial event model. The difference between this study and previous research is the conditions

occurring during the COVID-19 pandemic, where social restrictions impose. Although this study found different, another study reported similar results and indicated that students needed other support, such as family, to stimulate students to take action to become technopreneurs [32]. Furthermore, the results of other studies also state that students are psychologically affected or disturbed by the COVID-19 pandemic, so their interest in doing new things tends to decrease [33]. The study found COVID-19 pandemic influences students' interest in becoming technopreneurs. However, three essential social media factors strongly support the creation of new technopreneurs.

**5. Conclusions.** 1) Three essential factors of social media are used to complete the entrepreneurial event model, as evidenced by the significant relationship between the model's factors. 2) The COVID-19 pandemic affects students' physical condition, so the perceive desirability factor that students should own tends to affect the mentality of university students. In addition, it affects students' interest in acting or doing new things they like (the propensity to act), apart from other factors such as stimulus from family or close people that can influence students to act. Further research is needed to see other factors not identified in this model.

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