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TECHNOPRENEUR INTENTION : ONLINE BUSINESS, PERCEPTION AND BASIC CAPITAL OF ENTREPRENEUR

E. Andayani

email: endahandayani@unikama.ac.id

A. N. I. Arrizki

Kanjuruhan University of Malang, S. Supriadi 49 Street, Malang City, 65148, Indonesia

ABSTRACT

The use of android smartphone among students is increasing sharply for both academic and non academic interest, but underprivileged students use it because of the opportunity of opening new business technology (technopreneurship), which almost all students are users of technology, especially social media. The purpose of this study is to determine the effect of online business, perceptions and basic capital of entrepreneurship to technopreneurship intentions. This type of research includes ex post facto using multiple linear regression analysis. Based on the technique of taking propotional random sampling, obtained 82 research samples of students at the Faculty of Economics and business of Kanjuruhan University of Malang. Hypothesis test results found, entrepreneurial business perception, understanding of online business, and basic capital of entrepreneurship either partially or simultaneously against technopreneurship intentions. The implications of this research are technological advances not for new ones, but as a driver to progress and prosperity by using technology wisely, then can open new business opportunities based online.

Keywords: Online business, authorized capital of entrepreneurship, technopreneurship intent.

INTRODUCTION

University is one source of technological development that can be useful as an activity in entrepreneurship (Shane in Sudarsih, 2013). In the concept of technopreneurship, the base of entrepreneurship development (entrepreneurship) starting from the innovation in the field of technology. According Feridiyanto (2012) technopreneurship is a creative and innovative entrepreneur in utilizing and combining technology to produce a product or service. It will encourage students to constantly develop innovative creative ideas

to develop business through information technology.

Indonesia as one of the developing countries is a modernization that is seen from the development of Science and Technology is increasingly dominant in everyday life even has become a necessity that can not be separated from community life, as well as gadgets. In addition, all the needs can be done with Online. Seeing this, people start doing business online through social networking media. However, this has not been implemented comprehensively on the students, especially in the environment of Faculty of Economics and Business Universitas Kanjuruhan Malang. This is

apparent in the lack of students in utilizing technology, especially social media as a business, whereas almost all students are as users of technology, especially social media.

Business in general is an activity and institution that can produce goods and services in daily life according to Amirullah (2005: 2) in Layli (2012: 11). Online business is a business that produces products or services by using the internet as its base. Understanding of online business among students of Faculty of Economics and Business Universitas Kanjuruhan Malang only limited use of internet and social media as media marketing business product. Most students understand about doing business online. However, the main thing in doing a business is not necessarily done easily, the business actor must have knowledge about the business to be run as well as the basics of entrepreneurship. In business, which is said to be the basic capital of entrepreneurship is not money (material), but is the capital of will, ability and knowledge, human capital of entrepreneurship such as social capital, intellectual, and mental and motivational morale (Suryana, 2013: 80). Therefore, in order to have a stock in entrepreneurship at least students have to master some basic capital of entrepreneurship and mastery of technology first if the entrepreneurship by way of online.

RESEARCH METHOD

Research design is the most important in quantitative research. This type of research is included in ex-post-facto research that emphasizes the objective measurement aspect of social phenomena, as well as the information and data obtained manifested by numbers and statistical analysis. The data required from this study is verificative, which basically want to test the

truth of a hypothesis that is implemented through data collection in the field.

The method used is multiple linear regression method, that is statistic method used to examine the influence of dependent variable with independent variable. In this study, independent variables are perceptions about entrepreneurship, understanding of online business, and basic capital of entrepreneurship. While the dependent variable is technopreneurship intention.

The scope of this study focuses on the influence of perceptions on entrepreneurship, the understanding of online business, and the basic capital of entrepreneurship to technopreneurship intention. The population in this study all 2014's students of Economic and Business Faculty as much as 547 from three courses (Management, Accounting, Economic Education), where by random sampling obtained 82 samples. Data sources used are primary data taken directly from students in the form of questions, questions according to the variables studied. To obtain data or information about the influence between variables studied, then the technique used is by using questionnaire or questionnaire. Type of measurement scale used is Likert scale. Before the questionnaire is used to collect data from research subjects, first tested the instrument intended to obtain a valid and reliable measuring tool. Test the instrument of validity test and reliability test using SPSS computer version 22.00 for Windows. The technique of data analysis using classical assumption test, and hypothesis testing technique consist of: (1) F-Test, and (2) T-Test.

RESULT AND DISCUSSION

RESULT

Analysis of the contribution of entrepreneurial perception, understanding of online business and entrepreneurship basic capital to technopreneurship intention, can be explained as follows: Constant value of 17.259 means that if X1, X2 and X3 are zero, the dependent variable value (Y) will be 17.259. The regression coefficient of variable X1 of 0.194 shows the magnitude of the effect of X1 to Y, the coefficient is positive. That is, every increase of variable X1 of 1 unit, then the variable Y will rise by 0.194 units and vice versa.

The result of t-test analysis shows that the perception variable about entrepreneurship (X1) is 2,122 with significant level of 0.037 which means there is partially influence variable (X1) entrepreneurial perception to technopreneurship intention.

The regression coefficient of variable X2 of 0.185 shows the magnitude of the effect of X2 on Y, the coefficient is positive. That is, every increase of variable X2 of 1 unit, then the variable Y will rise by 0.185 units and vice versa. From result of t test, show that t value for variable X2 (comprehension of online business) is 2,649 with significant level equal to 0,010.

The regression coefficient of variable X3 of 0.097 shows the magnitude of the effect of X3 on Y, the coefficient is positive. That is, every increase of variable X3 of 1 unit, then the variable Y will rise by 0.097 units and vice versa. From result of t test, show t-count for variable X3 (entrepreneurship basic capital) equal to 2,513 with significant level equal to 0,014.

When viewed from the F-test that there is a significant influence between perceptual variables about entrepreneurship, online business understanding, and basic empirical capital affect the technopreneurship variable intention of

7603 with a significant level of 0.000 smaller than 0.05.

Based on the Summary Model table, the determinant coefficient (R Square) shows R2 0.226 has the meaning of perception about entrepreneurship (X1), the understanding of online business (X2) and entrepreneurship basic capital (X3) able to give 22.6% contribution to technopreneurship intention), thus the remaining 77.4% is influenced by other variables that are not included in the equation model eg socioeconomic level, entrepreneurship interest, entrepreneurship value, lifestyle and others.

DISCUSSION

The existence of simultaneous influence between the perception of entrepreneurship, the understanding of online business, and the basic capital of entrepreneurship to technopreneurship intention gives meaning that technopreneurship intention as a desire or intention someone to start a business or entrepreneurship by involving technology (social media) as its base which is combined as a form invention and innovation in the business world is influenced by various variables of one's online business understanding plus the ownership of entrepreneurial basic capital that is: willingness (determination, intention, motivation), capability capital (conceptual, lead and manage, business technique), knowledge capital, business environment, responsibility) and human capital of entrepreneurship (honesty, trust, commitment). This certainly makes a person have the confidence to start a new business, which led to the growing interest in entrepreneurship by utilizing the social media it understands.

Perceptions of entrepreneurship measured through risk-taking, vigorous, innovative, patient, optimistic, and autonomous creatures partially influence the rise of technopreneurship intention. Supported by Mack, Pierre, and Redican (2017) states that "previous entrepreneurial experience is the most important factor in engaging in entrepreneurial-based Internet use and social media". Entrepreneurs who are more stable in their perceptions of entrepreneurship, it will be better able to capture opportunities that exist on the internet and social media.

Understanding of online business as measured through affiliate and dropship, management, marketing, finance, accounting, information systems, online shop against technopreneurship intention.

Management deals with how to utilize other resources to be used in running a business. Like the use of a machine or social media (in an online business). Marketing deals with how to market products and services produced to consumers. Finance deals with how a person obtains and manages finances. Accounting is concerned to analyze how the company's financial condition is and is used to make decisions in business. Information systems are concerned with obtaining information from various sources. While the online store, affiliate, and dropship is a business model that is often and easy to do. Chandra and Leenders (2012) stated that there is a similarity of entrepreneurial paths in the real world and entrepreneurship in cyberspace. The virtual world as a second life produces many opportunities that lead a person to perform entrepreneurial action than the real world itself. Reuber and Fischer (2011) also identified three corporate-level corporate resources related to the Internet: online reputation, online technological capabilities, and an online brand community in which

these are related to online business processes and as an entrepreneurial consideration in doing online business.

The basic capital of entrepreneurship is measured by indicators: capital of willpower (determination, intention, motivation), capability capital (conceptual, lead and manage, business technique), knowledge capital (pioneered business, business environment, responsibility) and human capital of entrepreneurship (honesty, trust, commitment) partially influence the variables of technopreneurship intention. This means that having the basic capital as an entrepreneur can foster motivation, confidence, steadiness in starting a business, as well as having a clear road map or a well measured business plan. Simon (2016) states that technology-based entrepreneurship has bereveolusi which not only provides great opportunities for entrepreneurship, but also provides a variety of knowledge as learning both for students and entrepreneurs so that here the emergence of motivation that contribute to the increasing incidence of entrepreneurship intentions for entrepreneurial candidates. On the other hand, Flavián, Gurrea, and Orús (2017) the beliefs of an online seller is crucial in the process of internet-based entrepreneurship that can improve the performance of the entrepreneur itself and increase the trust of buyers in online transactions. Furthermore, Jelonek (2015) also points out that customers play an important role in creating innovation, as well as proving the hypothesis that companies are increasingly committed to implementing e-entrepreneurship processes, thereby strengthening their position in cyberspace. Therefore, it is important for entrepreneurs to establish good relationships with customers in the development of technopreneur.

CONCLUSION

Conclusion and that there is a positive influence on perceptions about entrepreneurship, online business understanding, and entrepreneurial basic capital simultaneously against technopreneurship intention. The use of technology in entrepreneurial entrepreneurship certainly increases the effectiveness and make business processes also become efficient. Effective here means the performance of entrepreneurs is increasing plus the easier the process of buying and selling with the internet so that buyers and sellers do not need to meet directly to make transactions. In terms of efficient, with internet technology and social media, an entrepreneur does not need excessive costs such as advertising and rental places for stores, but simply market through social media and provide a list of items to be sold. So no one if money is not the main capital in entrepreneurship, but the intention is the main capital.

Based on the results of the study recommended that the growing technology is not a thing to be avoided, but should be managed positively to create new opportunities in entrepreneurship and improve the welfare of human life. The strategy in developing entrepreneurship can be done online and offline which together support business progress, and innovation / creativity remains the important and important thing to maintain the existence of entrepreneurship in this millennium and global era, to be together can grow technopreneurship intention.

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