
FACTORS INFLUENCING STUDENTS INTENTION TO BECOME A TECHNOSOCIOPRENEUR

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Abstract. Currently there is a new concept of entrepreneurship that combines technopreneurs and sociopreneurs known as teknosociopreneurship. The terms techno is about technology innovation and industry 4.0. Socio is a social impact on the surrounding community and collaboration. In this study, the characteristics of technosociopreneurs refer to the values of technosociopreneurs embraced by Trilogi University which consists of integrity, togetherness, independence, excellence, and innovation. This study aims to determine the influence of integrity, togetherness, independence, excellence, and innovation possessed by Trilogi University students on their intention to be a techno-sociopreneur. The population used consists of 2,289 students, spread over 12 study programs. From the population, 350 students were obtained by using cluster sampling method. The data analysis used was Partial Least Square - Structural Equation Modeling (PLS-SEM). The result of the study indicate that out of five basic values possessed by Trilogi University students that affect their intention in becoming a techno-sociopreneur are integrity, togetherness, and innovation.

Keywords: Sociopreneur, Technopreneur, Technosociopreneur

INTRODUCTION

The Central Statistics Agency (BPS) projects that Indonesia will experience a demographic bonus around 2025, where the number of productive age population will dominate the population of Indonesia in that year, so there must be sufficient employment opportunities. Related to that, the government encourages the millennial generation to become entrepreneurs. Currently, the number of existing entrepreneurs is only about three percent of the total population. (Septyaningsih 2020). The government is currently intensifying efforts so that more millennials and generation z are motivated to become entrepreneurs.

Entrepreneurship is one of the right solutions in increasing the level of welfare and reducing unemployment in developing countries such as Indonesia. The business needed today is not only profit-oriented but also socially oriented by utilizing technology. Entrepreneurs who care about the world around them (people who pay attention to the world around them). They recognize needs in their communities or in society as a whole and then look for ways to meet these needs while still being able to make a profit (Berler C, 2015).

In his research, Ghalwash et al. (2017) define social entrepreneurs as active agents who find solutions to social problems and are motivated by goodwill rather than profit. It can be said that they reinvest their profits in solving social problems. In the modern era, social entrepreneurship can be combined with technological assets such as bringing high-speed internet connectivity to remote communities, with a view to providing people with more access to sources of information and knowledge. Several definitions that combine technopreneur and sociopreneur, among others Frost & Sullivan (2016) define social innovation as a combination of technology and business models that have a positive impact on the lives of

individuals and community groups, and produce certain values or creating shared value (CSV). . Ismail, Sohel, Ayuniza (2012) combines Technopreneur and sociopreneur into a Technology Social Venture. Technology social venture (TVS) is a form of social enterprise that tries to meet social needs through technological innovation in a financially sustainable manner. According to Subyakto (2020) states that technosociopreneur is a unit of innovative social entrepreneurs. Teknosociopreneur provides greater opportunities and allows effective optimization of resources to achieve high profits Mashingaidze, (2016).

Universities have an important role to encourage and increase the number of entrepreneurs in Indonesia. College graduates are expected to become job creators, not job seekers. The existence of a technosociopreneur program at Trilogy University is one of the efforts to overcome social problems. Social problems are a very real challenge for the academic world. Students are expected to be able to build a business to create jobs for themselves and others.

This research is about the characteristics and interests of Trilogy University students in Technosociopreneurship contained in the Trilogy University Vision, especially related to the values of integrity, togetherness, independence, excellence, and sustainable innovation, using the Structural Equation Modeling (SEM) method.

Integrity, is a matter of being compassionately alert, always thinking of circumstances and conditions to improve the condition of the whole society. Koehn, D. (2005). According to him, Integrity is a matter of being determined, receptive, and critical in fulfilling one's identity as well as feeling empathy for others. Integrity is the essence of a healthy business. In this study, integrity refers to Emotional Intelligence and Moral Obligation as proposed by Seijts, G et al. (2015) and

Koehn, D. (2005) as the ability to act honestly and consistently what is done based on moral values and beliefs that are owned as measured by acting consistently with principles, values, and beliefs, telling the truth, stand on the right side, and always keep promises.

Together with this study refers to the concept of Social capital (Social capital). The concept of social capital was originally popularized by Putnam R (1993). Putnam defines social capital as a value of mutual trust (trust) between community members and the community towards their leaders. Social capital as a social institution involves networks, norms, and social trust that encourage social collaboration for the common good.

Independence in this study refers to relational capability which is in accordance with the definition in the Trilogy University academic manual, 2020, which states that independence is the ability to reduce dependence, in building harmonious business partnerships. which is shown by having self-awareness, this independence is shown by having a proactive character, understanding the values of principles, personal strengths and weaknesses, being able to lead and managing oneself, and having responsibility.

One of the character dimensions that affect the results and performance of a leader according to Seijts, G. et al (2015) is encouragement, showing enthusiasm to achieve results (results oriented), enthusiasm to motivate others, natural curiosity that must be satisfied (demonstrate initiative). , and they show initiative and a desire to excel (strive to excellence).

The definition of excellence in this study refers to perseverance, risk taking, and self-efficacy, excellence is anything that is done better than what others have done, as measured by the drive to always strive for the best, the drive to always exceed expectations, never stop trying. , reject complacency, don't just rely on luck, never stop learning. Perseverance is a social entrepreneur character, where

in general perseverance is defined as the ability to remain strong in the face of various problems which in Indonesian is translated as Perseverance, persistence, and hard-heartedness. (Ghalwash et al., 2017), his findings confirm the characteristics of social entrepreneurs as compassionate risk takers with an entrepreneurial mindset who seek to tackle social problems in an innovative way. Bandura (1982) defines self-efficacy as a person's belief about his ability to complete a particular task.

In this study, innovation refers to the notion of Technological capabilities and Technopreneurial self-efficacy. Technological capabilities are a set of skills used in building and utilizing various technologies and systems (Ho, YC., Fang, HC., & Lin, J. F. 2011). Technopreneurial self-efficacy is the ability to perform entrepreneurial tasks in a technology-oriented context. People with a high level of technopreneurial efficacy have a strong work intention for a career as a technopreneur (Oakey, 2003). Technological capabilities are positively related to technological entrepreneurial intentions (Millman et al 2010). The higher the technological ability of a student, the easier it is to apply and integrate technology, so the greater the tendency to use technology to build new businesses.

According to the Theory of Planned Behavior (TPB), entrepreneurial intentions are influenced by an attitude factor consisting of beliefs about an outcome (Ajzen 1991). This theory explains intention as a predictor of actual behavior, the level of how hard people are willing to try, how much effort people are willing to put in a behavior. Planned behavior is predicted by intentions towards behavior which in the context of this study is related to social entrepreneurial intentions. Meanwhile, technopreneurial intention is a state of mind that directs and guides individual actions towards the development, and application of new technology business concepts (Hoque, Awang, Siddique,

2017). In this study, the intention to become a technosociopreneur is shown by indicators (1) intending, (2) hoping, (3) planning or wanting to start and (4) how do they choose to become a technosociopreneur compared to being an employee/professional.

METHODS

The operational variables of the research are the characteristics and interests of techno-sociopreneur: Integrity, Togetherness, Independence, Excellence, and Innovation as independent variables, and interest in becoming a techno-sociopreneur as a related variable. Furthermore, modeling the influence of characteristics on techno-sociopreneurial interest using the SEM-PLS (Structural Equation Modeling – Partial Least Square) method.

The population in this study were all students of Trilogi University Jakarta, totaling 2,289 students spread over 12 study programs. Samples were taken by probability sampling technique with cluster sampling type. Calculation of the sample using the formula according to Slovin (Sugiyono, 2017), with N of 2289 and e 5%, obtained the discriminant validity of the construct forming indicators (variables). While the reliability test of reflective indicators was evaluated with composite reliability and Cronbach's alpha. Evaluation of the Structural Model or Inner Model, to find out how the influence of the attitude factors of Integrity, Togetherness, Independence, Excellence, Innovation on interest in becoming a technosociopreneur. Evaluation of the structural model or

number of samples (n) of 341 in this study used a sample of 350 with a proportional sampling cluster for each study program.

The distribution of the questionnaires to the students was carried out using Google Form. The questionnaire is closed in which each question has a pre-planned answer.

The variables in this study are the basic values that will create Insan Superior Innovation as the capital in "TEKNOSOSIOPRENEUR", including the values of Integrity, Togetherness, Independence, Excellence, and Innovation. Integrity refers to the definition of emotional intelligence and moral obligation, Togetherness refers to subjective norms and knowledge sharing, Independence refers to relational capability, Excellence refers to risk taking, perseverance, and self-efficacy and Innovation refers to technopreneurial self-efficacy, creativity, and technological capability. Evaluation of the measurement model or outer model is carried out to assess the validity and reliability of the model. The validity test of the reflective indicators is evaluated through convergent validity and inner model is done by using r-square and path coefficient.

RESULTS AND DISCUSSION

Characteristics of Respondents

Of the 350 student respondents, 213 respondents or 61% were male and the remaining 137 or 39% were female spread across various study programs as shown in Figure 1 and Figure 2.

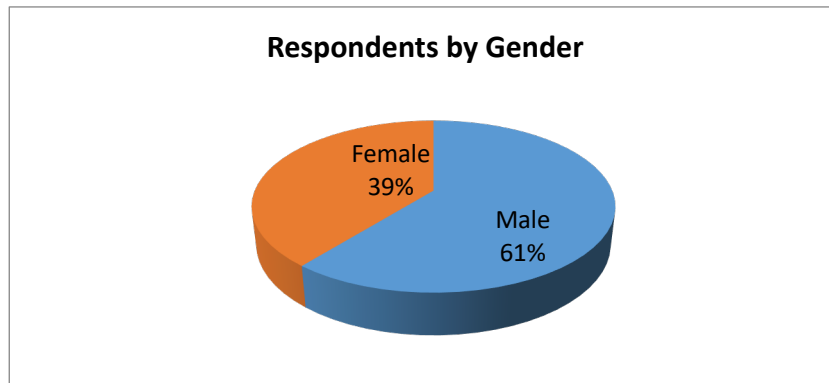


Figure 1. Gender of Respondents

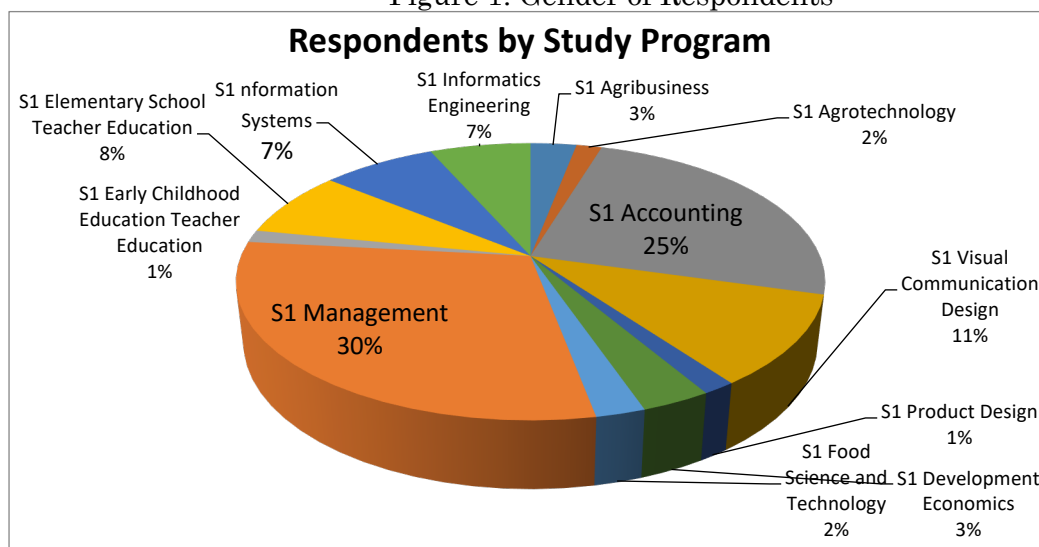


Figure 2. Respondent Study Program

Characteristics of Students Against Entrepreneurship

In the following, the results of the research on student characteristics of techno-sociopreneurs will be presented.

These characteristics refer to the techno-sociopreneur values that exist at Trilogi University, namely integrity, togetherness, independence, excellence, and innovation in Table 1.

Table 1. Socio Technopreneur Characteristics of Trilogi Studentsa

| No. | Characteristics | Average value of respondents' answers | Conclusion |
|-----|-----------------|---------------------------------------|--|
| 1 | Integrity | 4,30 | Very possess the characteristics of Integrity |
| 2 | Togetherness | 4,55 | Very have the characteristics of togetherness |
| 3 | Independence | 4,10 | Enough to have the characteristics of independence |
| 4 | Superiority | 3,77 | Enough to have the characteristics of excellence |
| 5 | Innovation | 4,07 | Enough to have the characteristics of innovation |

Source: Processed Primary Data, 2021

From Table 1, it can be seen that the strongest sociotechnopreneur characteristic possessed by students is togetherness, this occurs partly because of academic and non-academic activities that involve cross-study programs. The characteristics of excellence are only sufficient for students, this happens where they are less willing to take risks, less diligent, and less confident in their abilities, this can be seen from their participation in various competitions that must be continuously encouraged by the lecturers.

Characteristics of Techno-Sociopreneurs and Interests in Techno-Sociopreneurs of Trilogy Students

To find out whether the characteristics of students in terms of Integrity (Ig), Togetherness (Kb), Independence (Km), Excellence (Kg), and Innovation (In) have an influence on Interest in technosociopreneur (MT) was analyzed using Partial Least Square-Structural Equation Model (PLS-SEM) with the help of Smart PLS 3.0 software.

Evaluation of the Outer Model of PLS-SEM

The outer model is evaluated by assessing the validity and reliability of the model. The validity test is carried out through convergent validity and discriminant validity from the indicators forming the variable (construct). While the reliability test was carried out through composite reliability and Cronbach's alpha. There are 45 indicators tested from 6 constructs.

a. Convergent Validity

The results of initial data processing, the value of the outer loading or the correlation between the construct and the variable initially did not meet convergent validity because there were still indicators that had a loading factor value below 0.70. There are 11 indicators that have a loading factor below 0.7, namely Kb2, Kb7, Ig1, Ig2, Ig4, Ig5, Ig6, Ig8, Km2, Kg1, and Kg2 so that these indicators must be eliminated and only 34 indicators are included in the next

test. The results of further processing produce a loading factor value above 0.70 (meets convergent validity) so that it can be concluded that all variables in this study are valid.

b. Average Variance Extracted

In the validity test using the Average Variance Extracted (AVE), a good model is required to have an AVE value greater than 0.5 (Hair et al., 2011). The results of the AVE variable Integrity 0.696, Togetherness 0.596, Independence 0.640, Excellence 0.648 and Innovation 0.574 indicate that each variable has met the criteria with an AVE value greater than 0.5 (Hair et al., 2011).

c. Discriminant Validity

Discriminant validity through the Fornell-Larcker criteria shows that the root of the AVE construct of Integrity (Ig) is 0.843 which is higher than the correlation between the construct of Integrity (Ig) and other constructs. This result also occurs in other constructs.

d. Composite Reliability

The output results of composite reliability for the constructs of Integrity, Togetherness, Independence, Excellence, and Innovation are all above 0.7, so the construct is declared reliable. (Ghozali & Hengky, 2015)

Evaluation of the Inner Model

The inner model is a structural model, based on the path coefficient value, seeing how much influence the latent variables have with bootstrapping calculations. The evaluation is done by looking at the criteria for the R-Square value and the significance value. The results of the path diagram can be seen in Figure 3.

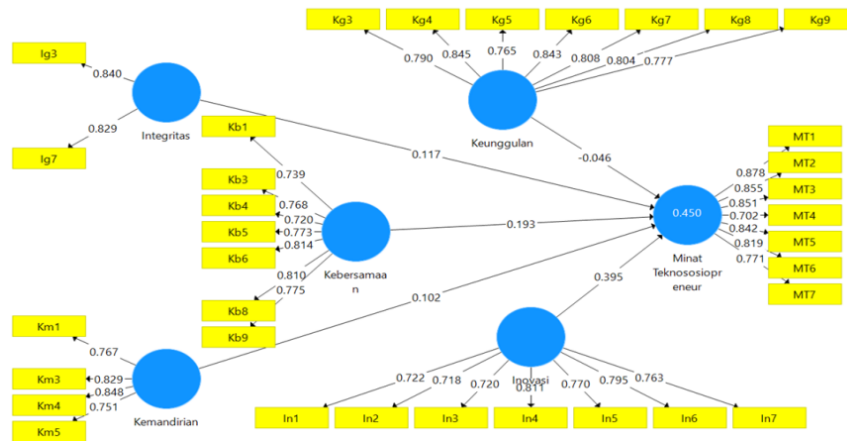


Figure 3. Bootstrapping Results.

1. Coefficient Determination

The evaluation of the inner model can be seen from the R-square value and path coefficients. The R-square value obtained in this study is 0.450, meaning that the interest in techno-sociopreneur which can be explained by the variables of Integrity, Togetherness, Independence, Excellence, and Innovation is 45%, the remaining 55% is explained by other variables outside the model.

2. Path Coefficient

Significance of the influence of Integrity, Togetherness, Independence, Excellence, and Innovation on Techno-Sociopreneur interest by looking at the parameter coefficient values and the statistical significance value in Table 2.

Table 2. Path Coefficient

| Variable | <i>Original Sample (O)</i> | <i>t- Statistics</i> | <i>p-values</i> |
|--|--------------------------------|--------------------------|-----------------|
| Integrity -> Technosociopreneur Interest | 0.117 | 2.020 | 0.044 |
| Togetherness -> Technosociopreneur Interests | 0.193 | 2.776 | 0.006 |
| Independence -> Technosociopreneur Interests | 0.102 | 1.480 | 0.139 |
| Advantages -> Technosociopreneur Interests | -0.046 | 0.602 | 0.547 |
| Innovation -> Technosociopreneur Interests | 0.395 | 5.452 | 0.000 |

Source: Primary data 2021, processed

Of the 5 variables that are characteristics of technopreneurs at Trilogy University, there are 3 that affect the interest in technosociopreneur, namely Integrity, Togetherness and Innovation, while Independence and Excellence have no effect on interest in technosociopreneur.

Discuss

The results of hypothesis testing prove that Integrity has a positive effect on the interest in techno-sociopreneur of Trilogy students. The students' answers show that they have integrity in emotional intelligence and moral obligation. Emotional Intelligence as an individual's ability to manage emotions and feelings wisely. Zampetakis et al (2008) in their research found that Emotional Intelligence positively affects creativity and proactive action and plays an important role in attitude development. Hockerts 2015 moral obligation is the extent to which a person has a responsibility to help underprivileged people in certain situations. Moral obligation as an antecedent is very important for social entrepreneurs because it conveys the point that addressing certain social problems is the right thing to do. Trilogy University students are very capable of managing their emotions and feelings wisely, students act consistently with principles, values, and beliefs, tell the truth, stand on the right side, and always

keep promises. The integrity possessed by students can build their confidence to see the vision optimistically, among others, by building a business based on technology by providing welfare for the community. Agreeing with the research conducted by Yusoff et al., (2016) found that integrity is a core element for the success of any business.

Togetherness affects the interest in techno-sociopreneur of Trilogy students. Togetherness proxied by social capital indicates the higher the social capital owned by students, the higher the interest in entrepreneurship among students. This shows that they have the initiative to change environmental conditions for the better. The existence of social capital or moral support from parents and closest people as well as the many types of social media make it easier for students to do or start a business in line with technological advances in this era of globalization. The results of this study are supported by research results (Wakkee et al., 2018) which show that social capital has a positive effect on entrepreneurship. Research conducted by Jain V.K., Kumar P., Dube P., Naithani J (2019) shows that social capital has a significant effect on student interest in entrepreneurship in India.

Excellence does not affect the interest in techno-sociopreneur of Trilogy students. It can be said that Trilogy students only have enough character of perseverance, risk taking, and self efficacy.

The results of the hypothesis show that there is no influence of the independence of Trilogy students on the interest in techno-sociopreneur. From the students' answers to Independence as indicated by relational capability, it can be said that Trilogy students only have relational capability or in other words they do not fully have a proactive character, understand the values of principles, personal strengths and weaknesses, are able to lead and manage themselves, and have responsibilities.

Innovation affects the interest in techno-sociopreneur in Trilogy students. In general, a technosociopreneur comes up with new social business ideas that arise from community problems. Students who have entrepreneurial self-efficacy, technological capabilities and high creativity will find it easier to apply and integrate technology so that the greater the tendency to use knowledge to start a business. new. The results of this study are in accordance with research conducted by Wathanakom, Khlaisang and songkram (2020) which states that innovation affects the interest of undergraduate students at public universities in Bangkok to become technopreneurs. The results of this study are also in accordance with research conducted by Nathasia, N., & Rodhiah, R (2020) which states that innovation affects entrepreneurial interest in Tarumanegara University students.

CONCLUSIONS

Based on the research that has been carried out, it can be concluded that integrity in the form of emotional intelligence and moral obligation owned by Trilogy students has a positive effect on their interest in technosociopreneur, togetherness in the form of social capital has a positive and significant effect on interest in technosociopreneurship of Trilogy students, independence in the form of relational capability has no effect on interest in technosociopreneur Trilogy students, the advantages shown by risk

taking, perseverance, and self efficacy have no effect on the interest in technosociopreneur of Trilogy students and innovation in the form of technopreneurial self efficacy, creativity, and technological capability has a positive effect on the interest in technosociopreneur of Trilogy students.

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