
Digital Entrepreneurship Intention on University Student using Theory of Planned Behavior

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Abstrak

This research aims to identify factors that influence students' intentions to undertake digital entrepreneurship. The research method used is a quantitative research method, with an instrument in the form of a questionnaire using a 5-point Likert scale measurement. The instrument used consists of 15 question items consisting of the theory of Planned Behavior (9 items), digital entrepreneurial intention (3 items), and entrepreneurial behaviour (3 items). The questionnaire in a Google form was distributed via social media such as Facebook, TikTok and Instagram. There were a total of 376 students who answered the questionnaire. The data obtained was processed with the help of SPSS 27 software and then analyzed using descriptive and inferential statistics. The results show that attitude, subjective norms, and perceived behavioural control are average. Furthermore, there is a significant and simultaneous influence between attitude, subjective norms, and perceived behavioural control on digital entrepreneurship intention, 52%.

Keywords: Digital entrepreneurship, Student, Entrepreneurial intention,

INTRODUCTION

Indonesia is a developing country which is open to problems related to unemployment. Data from the Central Statistics Agency in August 2022 shows that the open unemployment rate in Indonesia reached 6.26%, or around 8.8 million (BPS, 2023). Kemdikbud (2023) of this number, around 3.5 million people are college graduates (bachelor's and diploma). This situation requires students to become job creators, not oriented towards being job seekers; in other words, entrepreneurship is an effective and potential strategy for reducing unemployment. Entrepreneurs are economic drivers and make a significant contribution to the economic and social growth of a country. Job creation, innovation, and discovery of products and processes are all activities carried out by entrepreneurs.

Entrepreneurship is the ability to create added value in the market by utilizing resources in new and different ways. So far, we only know entrepreneurship in a traditional context, even though digitalization in all aspects has given birth to a new subcategory, namely digital entrepreneurship. This is because digitalization has changed the world substantially, where sophisticated and innovative digital technology has had a significant impact on every aspect of human life. This digital revolution is an opportunity or threat for all organizations across all industries and sectors through radical changes to processes, products and services, and traditional strategies (Kooskora, 2021; Richter & Dragoeva, 2021; Soltanifar & Smailhodžić, 2021).

Digitalization has brought various opportunities for entrepreneurship; technology and the internet have enabled entrepreneurs to reach global markets more easily than before. This opens up business opportunities to grow and expand their reach beyond

geographic boundaries. It also encourages the birth of new business models—for example, subscription services, online marketplaces, platform-based businesses, and others (Allen, 2019). Entrepreneurs can take advantage of these models to create businesses that are more innovative and adaptive to technological developments. Through the internet and digital platforms, entrepreneurs can market more affordably and efficiently. They can build their brand and increase their brand awareness more easily through social media, digital advertising, and other online marketing strategies. Based on the phenomenon of entrepreneurship integrated with digital technology, digital entrepreneurship was born (Bican & Brem, 2020; Elia et al., 2020; Nambisan, 2017).

Al-Mamary and Alraja (2022) digital entrepreneurship is a form of entrepreneurship that focuses on using digital technology, the internet, and online platforms to create, manage and develop businesses. This includes various types of businesses that utilize digital technology in various operational and marketing aspects. Some examples of digital entrepreneurship include e-commerce, online advertising, mobile applications, online services, and more. Dutot and Van Horne (2015) apart from that, the character of digital entrepreneurship matches the characteristics of students, namely, a generation that is quick to respond to technology. The forms of digital entrepreneurship that students can do are selling on e-commerce or marketplaces, affiliate businesses, digital marketing consultants, YouTubers and podcasters, online learning and online teaching, creating websites, microsites and landing pages, and creating mobile applications.

However, there are many cases of students who leave their businesses when they graduate from college due to their lack of entrepreneurial intention and their fear about the future of their own business. Apart from that, a lack of self-confidence in their ability to develop their business and the shadow of failure in the future makes their intentions for digital entrepreneurship even lower. Sahut et al (2021) entrepreneurship and entrepreneurial intentions are essential and mutually influencing relationships. Entrepreneurial intention is the initial step that underlies entrepreneurial activity.

The intention to become an entrepreneur is the main trigger that encourages someone to engage in entrepreneurship. This may stem from intrinsic motivation, a desire to create something new, chase a dream, or see an exciting business opportunity. A firm intention to become an entrepreneur can be a supporting factor that triggers someone to develop ideas, plan a business, and take concrete steps to start a business. Entrepreneurial intentions provide the basis for planning and real action. An individual with a solid intention to become an entrepreneur tends to be more directed and focused in making plans and moving to the next stage.

The intention is a cognitive and connotative representation of an individual's readiness to perform a behaviour. This intention is the determinant and disposition of behaviour until the individual has the opportunity and the right time to display this behaviour in reality (Younis et al., 2020). Ajzen (1985) intention can be measured through the Theory of Planned Behavior approach. This theory explains that the relationship between attitudes, subjective norms, and perceptions will influence an individual's behavioural intention to carry out an individual or individual action (Turra & Melinda, 2021). This theory has a foundation in the perspective of beliefs that can influence a person's behaviour. The trust perspective combines various characteristics, qualities and attributes of certain information, forming the will to behave. This research aims to identify factors that influence students' intentions to undertake digital entrepreneurship.

RESEARCH METHOD

The research method used is a quantitative research method, with an instrument in the form of a questionnaire with a 5-point Likert scale measurement. The instrument used consists of 15 question items consisting of Planned Behavior Theory (9 items), digital entrepreneurial intention (3 items), and entrepreneurial behaviour (3 items). The questionnaire in a Google form was distributed via social media such as Facebook, TikTok and Instagram. There were a total of 376 students who answered the questionnaire during the data distribution period from February to April 2023. This number met the minimum number of respondents, five times the estimated parameters of 220 people. The data obtained was processed with the help of SPSS 27 software and then analyzed using descriptive and inferential statistics.

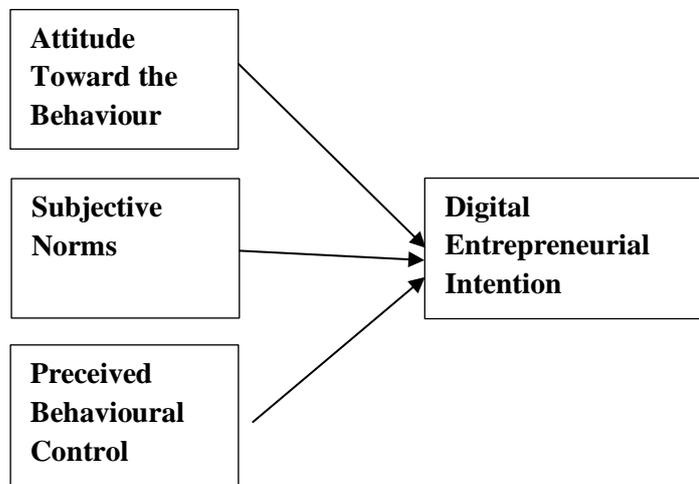


Fig. 1 Research Framework

RESULT AND DISCUSS

The results of descriptive data analysis show the mean and standard deviation in the table below:

Tabel 1. Descriptive Analysis

Variable	Empirical mean	Empirical SD	Hypotetical Mean	Hypotetical SD	Status
Atitude	63,92	7,393	48	11,66	Average
Subjective Norm	65,77	9,253	51	13,05	Average
Preceived Behavioral Control	68,56	7,895	50	12,77	Average
Digital Entrepreneurial Intention	64,35	8,010	54	13,21	Average

Table 2. Participant Score Category

Category	Attitude	Subjective Norm	Preceived Behavioral Control	Digital Entrepreneurial Intention
Very High	39%	44%	39%	40%
High	42%	40%	43%	44%
Average	10%	9%	9%	8%
Low	6%	5%	4%	4%
Very Low	3%	2%	5%	4%
Total	100%	100%	100%	100%

Hypothesis testing can be carried out after the data has gone through the classic assumption test, namely the Kolmogorov-Smirnov normality test, with the results of the data being normally distributed for all research variables ($p > 0.05$). The intermediate linearity test was found to be $F_{count} 1.151$; $p > 0.256$, it can be concluded that there is a significant linear relationship. The multicollinearity test showed that VIF was $1,000 < 10$ and tolerance $1 < 10$, meaning there was no multicollinearity. When testing autocorrelation using the Durbin-Watson approach, it shows a value of $d=1.836$; $dL=1.806$; $dU=1.815$, this score follows the guidelines of $1.815 < 1836 < 2.185$ ($dU, d, 4-dU$) so there is no autocorrelation. After testing the classical assumptions, the hypothesis test was carried out using linear regression. The results of the analysis can be seen in the table below:

Table 3. Results of Full Model Regression Analysis

Variable	F	F _{tab}	R ²	p
Digital entrepreneurship intention (Y)				
Attitude (X ₁)	52.567	3,86	0.520	0.000
Subjective Norm (X ₂)				
Preceived Behavioral Control (X ₃)				

Based on Table 3, it was found that attitude, subjective norm, and perceived behavioural control play a significant role in digital entrepreneurship intention ($F=52.567$; $p < 0.05$). Thus, the hypothesis is accepted. The R2 value shows that digital entrepreneurship intention is 52% influenced by attitude, subjective norms, perceptions, and behavioural control, while other factors outside the model cause the remaining 48%.

Table 4. Results of Multilevel Model Regression Analysis

Variable	Beta	T	T _{table}	p
Attitude (X ₁)	0,535	22,37	1,645	0,000
Digital entrepreneurship intention (Y)				
Subjective Norm (X ₂)	0,567	21,05	1,645	0,002
Digital entrepreneurship intention (Y)				
Preceived Behavioral Control (X ₃)	0,542	22,03	1,645	0,005
Digital entrepreneurship intention (Y)				

Table 4 shows a positive and significant influence of attitude on digital entrepreneurial intentions ($T= 22.37$; $p < 0.05$), meaning that the first hypothesis is

accepted. Furthermore, the results of the analysis also found that there was a significant and positive influence between subjective norms and digital entrepreneurial intentions ($T=21.05$, $p<0.05$), meaning that the second hypothesis was accepted. Apart from that, there is a significant and positive influence between perceived behavioural control on digital entrepreneurial intentions ($T=22.03$, $p<0.05$), meaning that the third hypothesis is accepted.

Based on a regression analysis the influence of attitude, subjective norms, and perceived behavioural control play a significant role in digital entrepreneurship intention. Contribution (R^2) is 0.520, which means that attitude, subjective norm, perception, and behavioural control play a significant role in digital entrepreneurship intention and can simultaneously predict student engagement in online lectures by up to 52%. The findings of this research are in line with Al-Mamary and Alraja (2022) that attitudes, subjective norms, and perceived behavioral control play a role in increasing digital entrepreneurial intentions in young people's digital entrepreneurship at the university level. The Planned Behavior Theory model was tested to determine digital entrepreneurship intention among students in West Java. The stronger the digital entrepreneurship intention behaviour, the higher the attitude, subjective norms and perceived behavioural control that students have.

Attitude towards behaviour is a factor in a person that is learned to give a positive or negative response to an assessment of something given. With a positive attitude towards behaviour, students will be creative and innovative and dare to face risks and challenges in business. Such an attitude will motivate them to become entrepreneurs. The results of this research support research conduct which states that behavioural attitudes influence interest in digital entrepreneurship (Kooskora, 2021; Ngoasong, 2018). Furthermore, subjective norms show that when individuals have strong support from their social environment, intentions and beliefs will arise to determine behaviour, in this case, digital entrepreneurial activities. Students will be more courageous to become entrepreneurs if there is positive encouragement from family, friends, lecturers and the surrounding environment (Elia et al., 2020; Sahut et al., 2021). Perceived behavioural control has motivational implications for digital entrepreneurship intention. Individuals who believe that when they do not have the available resources or do not have the opportunity to carry out specific behaviour will not form a behavioural solid interest in doing so, in this case, digital entrepreneurship activities (Man Hou, 2017; Muhammad, 2015).

CONCLUSION

Based on the research that has been conducted, attitude, subjective norms, and perceived behavioural control are at an average level. Furthermore, there is a significant and simultaneous influence between attitude, subjective norms, and perceived behavioural control on digital entrepreneurship intention. Apart from that, an attitude has a significant and positive role in digital entrepreneurship intention, subjective norms have a significant and positive role in digital entrepreneurship intention, and perceived behavioural control has a significant and positive role in digital entrepreneurship intention.

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