CONCEPTUAL UNDERSTANDING OF CRITICAL FACTORS THAT DRIVE TECHNOPRENEUR SUCCESS IN WEST JAVA

by Harrie Lutfie

CONCEPTUAL UNDERSTANDING OF CRITICAL FACTORS THAT DRIVE TECHNOPRENEUR SUCCESS IN WEST JAVA

Harrie Lutfie [1]; Dandy Marcelino [2)*];

[1)] harrie.lutfie@gmail.com, School of Applied Science, Telkom University, Bandung, Indonesia
[*2)] dandy.marcel@gmail.com, School of Economy and Business, Telkom University, Bandung, Indonesia
*) Corresponding Author

ABSTRACT

In the globalization era, technology-based entrepreneurship is needed. To achieve this success, it's necessary to know what factors can influence, so that researchers determine the following factor variables: entrepreneurial behavior, skills, educational background, and service quality. The purpose of this research is to identifying what factors can drive the success of digital entrepreneurs (technopreneurs) in West Java. This study uses explanatory statistics, with Structural Equation Modeling analysis techniques through SMART PLS 2.0 software. The sampling technique chosen was accidental sampling with 400 respondents. Partially and simultaneously, all factors have a positive and significant effect on business success. Technopreneurs in West Java are encouraged to continue to improve all factor variables as a capital for success. Considering that this research is only conducted on digital entrepreneurs in West Java, other researchers who want to conduct research with similar variables are advised to choose different objects with a wider scope for comparison.

Keywords: Business Success; Entrepreneurial Behavior; Skills; Educational Background; Service Quality.

ABSTRAK

Di era globalisasi, pengelolaan wirausaha berbasis teknologi sangat dibutuhkan. Untuk mencapai keberhasilan tersebut perlu diketahui faktor-faktor apa saja yang dapat mempengaruhinya, sehingga peneliti menentukan variabel faktor berikut: perilaku wirausaha, keterampilan, latar belakang pendidikan, dan kualitas pelayanan. Tujuan dari penelitian ini sebagai bahan pertimbangan bagi para wirausaha digital (technopreneur) di Jawa Barat dalam mengidentifikasi faktor-faktor apa saja yang dapat mendorong keberhasilan usahanya. Penelitian ini menggunakan statistika eksplanatori, dengan teknik analisis Structural Equation Modeling melalui software SMART PLS 2.0. Teknik pengambilan sampel yang dipilih accidental sampling dengan 400 responden. Secara parsial dan simultan, seluruh faktor berpengaruh positif dan signifikan terhadap keberhasilan usaha. Para technopreneur di Jawa Barat dihimbau untuk terus meningkatkan seluruh variabel faktor sebagai modal untuk meraih kesuksesan. Mengingat penelitian ini hanya dilakukan pada pengusaha digital di Jawa Barat, maka peneliti lain yang ingin melakukan penelitian dengan variabel sejenis disarankan memilih objek yang berbeda dengan cakupan yang lebih luas untuk perbandingan.

Kata Kunci: *Keberhasilan Usaha; Perilaku Kewirausahaan; Keterampilan; Latar Belakang Pendidikan; Kualitas Pelayanan.*

INTRODUCTION

In this era of globalization, technology-based education is very much needed to establish or develop a business, in order to be able to produce a superior product or create a job is something that is highly expected from an entrepreneur (Castro et al., 2019). An entrepreneur is strongly supported by the government with various programs that support the entrepreneur's presence (Giudice et al., 2019). Micro, small and medium enterprises (MSMEs) are one of the sectors in the economic sector in a country, in Indonesia, MSMEs are one of the backbones for several people in improving their welfare, it is proven that the MSMEs sector can survive a situation of economic crisis (Tambunan, 2019).

The number of Indonesian's digital MSME industry entrepreneurs is the largest among other countries, especially since 2014 (Anggadwita & Palalić, 2020). In that year Indonesia became one of the countries with the largest number of digital MSMEs compared to other neighboring countries. The number of Indonesian's digital entrepreneurs increased from 0.24% to 1.56% of the total population of Indonesia (Ariyanti, 2018). As for the number growth data of digital MSMEs in Indonesia from 2010 to 2018, as shown in following illustration:
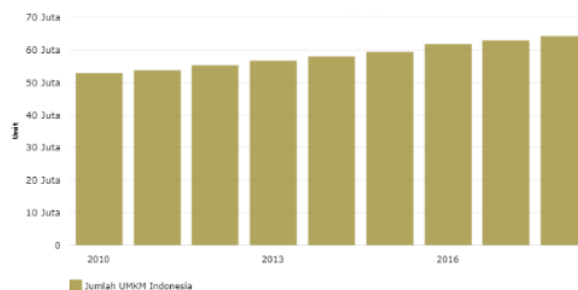

Figure 1. Data of Digital MSMEs in Indonesia

Source: databoks.katadata.co.id (Jayani, 2020)

Based on the graph above, it can be explained that the development of digital MSMEs in Indonesia continues to increase from year to year, this is why the Indonesian government must continue to support digital MSMEs by providing assistance both in terms of capital and skills. Until 2018, the number of digital MSMEs in Indonesia was recorded at 64.2 million units. Data from Central Statistics Agency in 2014 showed that West Java Province was in second place in the number and types of SMEs each village or sub-district with a total of 16,405. This data proves that the potential of SMEs as a driver of the community's economy is very large (Anggara & Anggadwita, 2018).

According to a report by the Ministry of Cooperatives and Small Businesses, the number of entrepreneurs in Indonesia has increased from 1.67% of Indonesia's total population of 252 million to 3.1% (Khaerunnisa, 2018). According to BPS data for 2016, the number of non-agricultural entrepreneurs living with a population of 252 million is 7.8 million, or 3.1%. (Danil & Septina, 2019). As a result, the degree of entrepreneurship in Indonesia topped 2% of the population, which is the bare minimum for social success. The start-up rate of 3.1 percent remains low when compared to other nations such as Malaysia (5%), China (10%), Singapore (7%), Japan (11%), and the United States (12%) (Berita Pemerintahan, 2017).
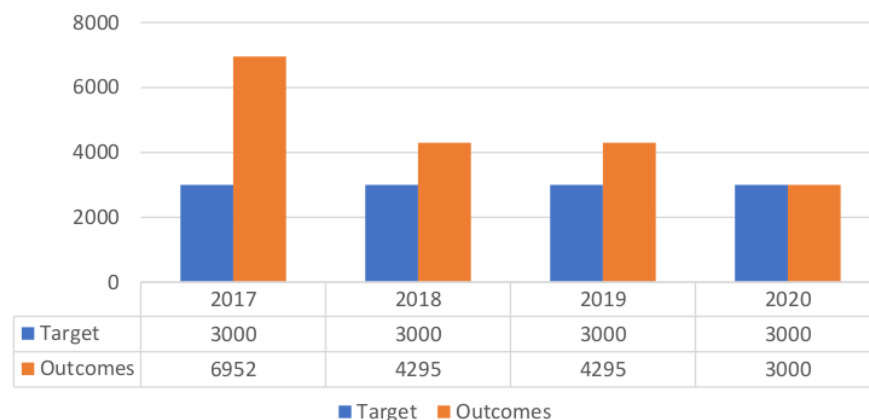
	2017	2018	2019	2020
■ Target	3000	3000	3000	3000
■ Outcomes	6952	4295	4295	3000

■ Target ■ Outcomes

Figure 2. New Entrepreneurs in West Java

Source: Internal Data of West Java Government (2021)

Based on data from the Cooperatives and MSMEs Office of West Java Province until 2020, there are already 129,191 new entrepreneurs. This means that the program to create 100,000 new entrepreneurs in West Java has been exceeded. Since being launched in 2013 by the West Java Provincial Government, has exceeded the set target of 100,000 New Entrepreneurs. Until the end of 2020, there are 129,000 new entrepreneurs were recorded.

From the agrarian to the industrialized eras, to the transition to the information economy period, and to numerous new discoveries in technology, information, telecommunications, and economic globalization, economic orientation has changed dramatically (Alam et al., 2020). The advantages of the creative economy, namely offering sustainable development, the creative economy is a great opportunity for both developed and developing countries to continue to extend their economies, because the main resources of this economy are ideas, talents, and creativity (Collins et al., 2018). These three things are always renewable and unlimited reserves of resources. So, the creative economy become important and always interesting to develop (Midayanti et al., 2017).

In recent years, technopreneurship terms has been frequently encountered and heard in various media, both print and electronic media (Naik et al., 2018). According to (Hartono, 2011), etymologically the term technopreneurship comes from two words, namely technology and entrepreneurship. (Hartono, 2011) explains that technopreneurship is likened to a technology-based business incubator, which has the insight to develop an entrepreneurial spirit among the younger generation. Besides that, it can also be an arena for improving the quality of human resources in mastery of science and technology, in order to prepare reliable personnel in the midst of global competition (Koe et al., 2021). After having technological competence and an entrepreneurial spirit, the last thing that needs to be done is to integrate it to support the development of the business unit. Creativity and proper use of technology are the main things in developing the spirit of technopreneurship (Machmud et al., 2020).

A technopreneur or technology-based entrepreneur must still be able to make the latest and best innovations to maintain the market because over time a competition will inevitably emerge (Bakar et al., 2020). And every competitor will definitely create products that are superior and innovative than existing products, competitors are working hard to ensure this (Liu & Atuahene-Gima, 2018). In high-tech businesses, we also need to know how to see opportunities in the market and take advantage of the very right moments (Balboni et al., 2019).

Success in running a business is a dream for all business actors, including technopreneurs, so they will do whatever it takes to achieve it. In achieving this success, it is necessary to know what factors can influence it (Santos et al., 2018). Running a business will certainly not be separated from a problem or obstacle (Kubíček & Machek, 2019). According to (Anggraeni et al., 2017), business success is the success of a business in achieving its goals, where success is obtained from an entrepreneur who has a smart, creative brain, follows technological developments and can apply it proactively. This will be seen from a person's commerce where his trade condition is superior than the past period, it can be seen from the proficiency of the generation handle which is gathered based on specialized effectiveness and financial effectiveness, the company's target is determined by the business owner, capital, business scale, results or profit, type of business or management, financial performance, and company image (Yun et al., 2020).

According to (Suryana, 2019), a person who succeeds in becoming an entrepreneur is due to his willingness, ability and knowledge. Willingness is defined as decision or intention, as well as great motivation. The primary assets that must be present first are determination, intention, and motivation, sometimes known as willpower. Willingness and drive are not enough; one must also be equipped with talents (skills) since obstacles and hazards await (Păunescu et al., 2018). In order to develop and succeed, willingness and ability (skills) are not enough, but must be equipped with knowledge. Entrepreneurial competence refers to a person's willingness, ability, and knowledge. Successful entrepreneurs are for the most part those who have competence, specifically those who have information, aptitudes, and person qualities who have demeanors, inspirations, values, individual values and conduct are essential to complete tasks or activities (Bird, 2019).

Business success can be assessed when a company succeeds in achieving the goals or objectives set by the organization (Covin et al., 2020). One of the goals or targets set by the organization is increased income, increased business productivity, high competitiveness and a good image in the eyes of customers (Nikolova-Alexieva & Angelova, 2020). Success in running a business is the dream of all business actors, so they will do whatever it takes to achieve it. In achieving this success, it is necessary to know what factors can influence it (Malecki, 2018). According to (Zimmerer & Scarborough, 2008), factors that influence business success are: (1) Entrepreneurial Behavior; (2) Skills; (3) Educational Background; (4) Service Quality.

The aims of this results study can be taken into consideration for digital entrepreneurs or technopreneurs in West Java to identifying what factors can drive the success of their business. The results of this study can also be used as reference material for subsequent research, especially those related to business success and the factors that drive the success of technopreneurs which consist of entrepreneurial behavior, skills, educational background, and service quality. Of the various phenomena that have been described in the background, this problem is worth researching with the title "Conceptual Understanding of Critical Factors That Drive the Digital Entrepreneurs or Technopreneur Success in West Java".

LITERATURE REVIEW

H1 : The entrepreneurial behaviour has a positive and significant effect on business success of technopreneur in West Java.

One of the factors that support the success of the first business is entrepreneurial behavior. According to (Suryana, 2019), entrepreneurial behavior could be a teach that thinks about a person's values, capacities, and behavior in confronting life's challenges and how to induce openings with different dangers which will be confronted. Entrepreneurship is a discipline in its own right, has a systematic process, and can be applied in the form of the application of creativity and innovation (Acar et al., 2019). Research on entrepreneurial behavior conducted by (Munir et al., 2019; Wijaya, 2008) is important to analysts in different Asian and European nations. Examination on pioneering conduct creates from different points of view, specifically financial aspects, brain science and humanism (Bhatia & Levina, 2020). The financial viewpoint sees pioneering conduct dependent on states of innovative availability through monetary instruments, for example, monetary conditions, capital, government guidelines and other financial components (Toms et al., 2020). Enterprising conduct seen from a sociological point of view clarifies human relations, network life examples and accepted practices and culture that shape pioneering conduct (Arya et al., 2021). The mental point of view inspects pioneering conduct seen from mental elements as close to home angles and innovative intentions (Chiles et al., 2021).

H2 : Skill factor has a positive and significant effect on business success of technopreneur in West Java.

The second factor that affects the success of a business is skills, because knowledge alone is not enough if it is not equipped with skills (Akhmetshin et al., 2019). Business skills are specific skills for running a business, such as combining resources, producing new products, marketing, calculating risks, accounting, administering, and other specific skills (Suryana, 2019). Meanwhile, according to (Irawan & Mulyadi, 2016), entrepreneurial skills have a positive influence on business success. Based on empirical research, it is found that the application of entrepreneurial skills has a positive effect on the success of the business, including into the strong category (Banerji & Reimer, 2019). This shows that the higher the entrepreneurial skills you have, the higher the effect on business success (Cho & Lee, 2018).

H3 : Educational background has a positive and significant effect on business success of technopreneur in West Java.

The third factor that affects business success is educational background. This view was put forward by (Rahayu, 2014), the levels of education that have been taken by entrepreneurs are of course different. Education for entrepreneurs is important in coaching and developing a business, because the success or failure of a business depends a lot on the level of education (Ahadi & Kasraie, 2020). Therefore, in order for the business to be run to be successful and develop, entrepreneurs must have adequate provisions, namely education (Boldureanu et al., 2020). In Indonesia there are many successful entrepreneurs, but not a few of them only graduated from elementary, junior high school, senior high school and there is even a successful entrepreneur who doesn't even go to school (Setia, 2018). Those with only low education can become successful entrepreneurs because they can read the opportunities that are around them and also never give up in the face of every failure (Dijkhuizen et al., 2018). Meanwhile (Marti'ah et al., 2015) explains that education has an essential part in the overall development of the human individual as well as the overall development of Indonesian society.

Furthermore, human development is anticipated to generate individuals who are capable and capable of actively participating in the growth of Indonesian society as a whole (Putriana Dewi et al., 2019). (Asongu & Odhiambo, 2019) in his research stated that formal education plays a strategic role in national development. In building the progress of the country, it is necessary to have a balance between infrastructure development and people or human resource education (Chen, 2019). This phenomenon shows that education, especially entrepreneurial-oriented education is a factor that determines the success of growth (Hakim & Kartajaya, 2012).

H4 : Service quality factor has a positive and significant effect on business success of technopreneur in West Java.

The fourth factor that affects business success is service quality. The progress of an entrepreneurship will increasingly lead to social functions, not only regarding material matters, but also regarding humanity, namely in the form of services or services to prospective buyers (Vătămănescu et al., 2020). According to (Kotler & Keller, 2016), service quality is the overall features and service characteristics that are owned by its ability to meet implied needs. This is clearly a customer-oriented definition when it provides quality service that meets or exceeds the expectations of its customers. According to (Lupiyoadi, 2013), one of the variables that decide the level of victory and quality of a company is the company's capacity to supply administrations to clients. The research results of (Tresani & Haryati, 2015) show that service quality has a significant effect on business success. Thus, the results of this study are in line with (Lupiyoadi, 2013) that service quality has an influence on business success. The conceptual framework can be shown at the end of the literature review (see figure 3).
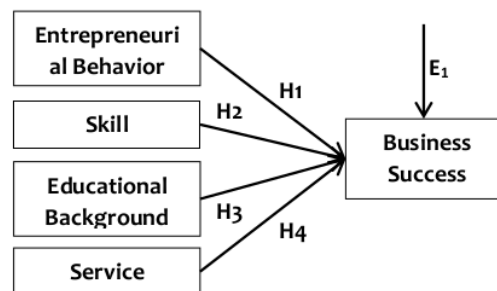

Figure 3. Conceptual Framework
Source: Modified by Researcher (2021)

METHOD

Our research used quantitative research method with explanatory approaches. Data analysis is quantitative or statistical, with the aim of testing predetermined hypotheses (Sugiyono, 2013). According to (Indrawan & Yaniawati, 2014), the explanatory relationship could be a relationship between factors where changes in one variable cause changes in other factors without the plausibility of the inverse effect.

The populace in this ponder were all digitalized entrepreneurs (technopreneurs) domiciled in West Java, where the entire number of the think about populace was not known with certainty. Then we used non-probability sampling technique with accidental sampling, is a techinque of sampling that doesn't give equivalent occasions to each component or individual from the

populace to be chosen as tests (Sugiyono, 2017). Given the number of population isn't known with certainty, so to decide the least test estimate whose populace is obscure by utilized Lemeshow equation (Marcelino, 2020). If the confidence level determined is 95% with error rate 5%, then from the calculating this study will use minimum 385 (≈400) sample respondents.

The strategy of examination utilized in this inquire about is Basic Condition Modeling (SEM), may be a multivariate strategy that combines different relapse angles and calculate examination to assess a arrangement of reliance connections at the same time (Hair et al., 2010). Hypothesis testing is carried out SmartPLS version 2.0.M3 program to analyze the causality relationship in the proposed structural model between the dependent and independent variables, as well as checking the validity and reliability of the research instrument as a whole. According to (Ghozali, 2017) revealed that Structural Equation Modeling (SEM) allows to be able to answer research questions that are regressive and dimensional, namely measuring the dimensions of a concept.

RESULTS AND DISCUSSION

Results

Measurement or Outer Model Test Results. According to (Ghozali, 2014) the outer model show is regularly moreover called the external connection or estimation demonstrate characterizes how each pointer square relates to its idle factors. The points of external show is to portray idle variable relationship with its each marker. In external or estimation demonstrate, it is essential to test the legitimacy and unwavering quality of markers utilized. Tests were carried out utilizing SmartPLS 2.0.M3 computer program. External demonstrate is appeared in this figure:
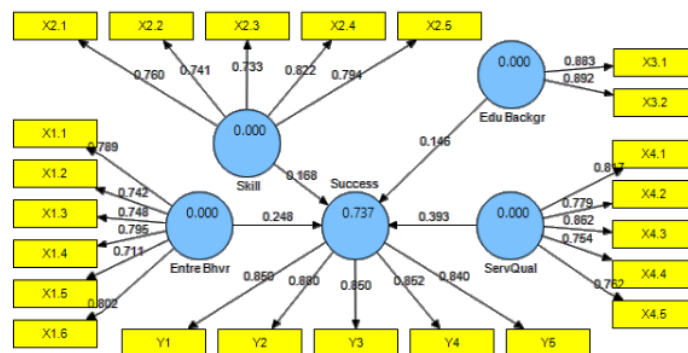
Figure 4. SEM Outer Model
Source: Processing by SmartPLS (2021)

Convergent validity is established when the scores acquired by instruments assessing the idea or by measuring the concept using multiple approaches have a good correlation. The correlation between the indicator and variable score is a measure of the measuring model's convergent validity. If the value of AVE is more than zero, the indicator is considered to be valid (Average Variance Extracted) higher than 0,50 so it can be said that has fulfill the requirement for

convergent validity (Ghozali, 2014). The result of convergent validity test using SmartPLS 2.0.M3 software is below:

Table 1. Result of Convergent Validity (Outer Loading Test)

Latent Variable	Dimension Item	Indicator Measurement Statement	Results	Conclusion
Entrepreneur Behavior (Anggara & Anggadwita, 2018)	Discipline	I always finish my work on time because I utilize technology in every process.	0,7889	Valid
	High Commitment	A technopreneur must be committed to utilizing technology appropriately.	0,7424	Valid
	Hard Work	I do my job seriously by taking advantage of the facilities of technology.	0,7482	Valid
	Creative and Innovative	Technopreneurs have the will to use technology to create and think about new things.	0,7951	Valid
	Independent	A technopreneur must be able to make his own decisions and not depend on others.	0,7113	Valid
	Realistic	I think with full calculation in utilizing technology for every work process.	0,8020	Valid
Skill (Suryana, 2019)	Techinical Skill	Technopreneur must have competence in using the technology to manage his business.	0,7596	Valid
	Human Relations Skill	A technopreneur must be able to establish relationships with other people through technology.	0,7410	Valid
	Conceptual Skill	A technopreneur must be able to analyze situations using technology so that they can get opportunities.	0,7335	Valid
	Decision Making Skill	A technopreneur must have skills in using technology to formulate problems.	0,8223	Valid
	Time Management Skill	Technopreneurs must have the skills to use technology in order to use time efficiently.	0,7941	Valid
Education Background (Anggara & Anggadwita, 2018)	Formal Education	Technopreneurs who have a background in technology can achieve business success more easily.	0,8826	Valid
	Non-formal Education	Technology training attended by technopreneurs has a positive impact on business success.	0,8915	Valid
Service Quality (Kotler & Keller, 2016; Lupiyoadi, 2013)	Tangible	The existing technology-based facilities and equipment are functioning properly.	0,8166	Valid
	Reliabillity	Technopreneurs have provided technology-based services as promised (accurate).	0,7787	Valid
	Responsiveness	Technopreneurs have provided fast respons technology-based services to their customers.	0,8623	Valid

Latent Variable	Dimension Item	Indicator Measurement Statement	Results	Conclusion
	Assurance	Technopreneurs have the ability to foster customer confidence in new or developing technologies.	0,7540	Valid
	Empathy	Technopreneurs also help convey clear and precise information about technology to consumers.	0,7622	Valid
Business Success (Irawan & Mulyadi, 2016; Murniati et al., 2021)	Profit	My business has seen an increase on revenue (income) in recent years.	0,8497	Valid
	Productivity and Efficiency	My business has experienced an increase production in recent years.	0,8803	Valid
	Competitiveness	My business has managed to survive in the face of business competition.	0,8496	Valid
	Competence and Business Ethics	My business has built a good (positive) image of everyone in the company.	0,8523	Valid
	Building a Good Image	My business has earned the trust of all stakeholders (consumers, suppliers, government, competitors).	0,8396	Valid

Source: Data Processing by SmartPLS (2021)

Table 1 is showing that all statement (total of 23 items) were declared are valid because loading factor value of the items statement or can be called as "AVE" are greater than 0,50. Then, we can used all of items statement as research instruments because they have met the requirements of convergent validity. Discriminant validity is seen by measuring the cross loading factor with the comparison of AVE and the correlation between variables in a study. Discriminant validity can represent the extent to which constructs empirically differ from other constructs (Ghozali, 2014). The following is the result of cross loading factors:

Table 2. Result of Discriminant Validity (Cross Loading Test)

Indicators	Entrepreneurial Behavior	Skill	Educational Background	Service Quality	Business Success	Conclusion
Discipline	0,7889	0,5890	0,5657	0,5905	0,5871	Valid
High Commitment	0,7424	0,5145	0,4508	0,4717	0,5224	Valid
Hard Work	0,7482	0,5586	0,5159	0,5130	0,5719	Valid
Creative and Innovative	0,7951	0,5799	0,4582	0,5484	0,5669	Valid
Independent	0,7113	0,4937	0,4050	0,4834	0,4834	Valid
Realistic	0,8020	0,6311	0,5635	0,6239	0,6659	Valid
Techinical Skill	0,5861	0,7596	0,5901	0,6003	0,6132	Valid
Human Relations Skill	0,5139	0,7410	0,5015	0,5013	0,5504	Valid
Conceptual Skill	0,4985	0,7335	0,5783	0,5479	0,5369	Valid
Decision Making Skill	0,6510	0,8223	0,5993	0,6277	0,6031	Valid
Skill of Time Management	0,5802	0,7941	0,5354	0,6036	0,5884	Valid

Indicators	Entrepreneurial Behavior	Skill	Educational Background	Service Quality	Business Success	Conclusion
Formal Education	0,5408	0,6172	0,8826	0,6954	0,6430	Valid
Non-formal Education	0,6103	0,6742	0,8915	0,7005	0,6673	Valid
Tangible	0,5748	0,6111	0,5960	0,8166	0,6415	Valid
Reliabillity	0,4966	0,5439	0,6171	0,7787	0,6189	Valid
Responsiveness	0,5939	0,6556	0,6702	0,8623	0,6336	Valid
Assurance	0,5528	0,5458	0,5915	0,7540	0,7056	Valid
Empathy	0,5949	0,6258	0,6549	0,7622	0,6063	Valid
Profit	0,6338	0,6139	0,6054	0,6974	0,8497	Valid
Productivity & Eficiency	0,6352	0,6726	0,6583	0,7347	0,8803	Valid
Competitiveness	0,6209	0,6178	0,6168	0,6393	0,8496	Valid
Competence & Business Ethics	0,6458	0,6499	0,6257	0,6956	0,8523	Valid
Building a Good Image	0,6475	0,6553	0,6482	0,6881	0,8396	Valid

Source: Data Processing by SmartPLS (2021)

According to the data in table 2, the value of the cross loading factor on each indication is greater than the value in the other constructions. As a result, the indicators employed in this study satisfied the requirements. Based on the findings of the previous two validity tests, namely convergent and discriminant validity, it is possible to infer that 23 statement items may be employed as research instruments. A reliability test is also required for each variable, in addition to the validity test. Reliability test will utilize two strategies, to be specific Composite Realibility and Cronbach's Alpha. The esteem that must be satisfied of each variable is more prominent than 0,70 for the composite unwavering quality to pronounced solid. At that point esteem must more prominent than 0,60 for Cronbach alpha esteem (Ghozali, 2014). Following are the reliability test results:

Table 3. Result of Reliability Test (Composite Reliability and Cronbach's Alpha)

Latent Variables	Composite Reliability	Cronbach's Alpha	Conclusion
Entrepreneurial Behavior	0,8944	0,8583	Reliable
Skill	0,8796	0,8286	Reliable
Educational Background	0,8807	0,7293	Reliable
Service Quality	0,8960	0,8544	Reliable
Business Success	0,9311	0,9075	Reliable

Source: Data Processing by SmartPLS (2021)

Based on the results of the reliability data in table 3, the value of Composite Realibility and Cronbach's Alpha for each variable has a value of more than 0.7 and 0.6 so it can be said that the data has high reliability. Then it can be said that all variable statements in the research questionnaire are declared reliable or consistent. So all indicators in each variables of this study can be used in next step to calculate and test the structural or inner model.

Structural or Inner Model Test Results. According to (Ghozali, 2014), the inner model, which is sometimes referred to as inner relations, structural models, and substantive theories, describes the relationship between latent variables based on the substantive theory. (Ghozali, 2014) explains that the structural model is evaluated using the R-square for the dependent construct. Q-square test for predictive relevance and t test and significance of structural path parameter coefficients. Estimate for Path Coefficients is the value of the coefficient or the magnitude of the relationship or influence that is given. Estimate for Path Coefficients is carried out through the Bootstrapping procedure. Inner model of this study is shown in in the figure 5 below.
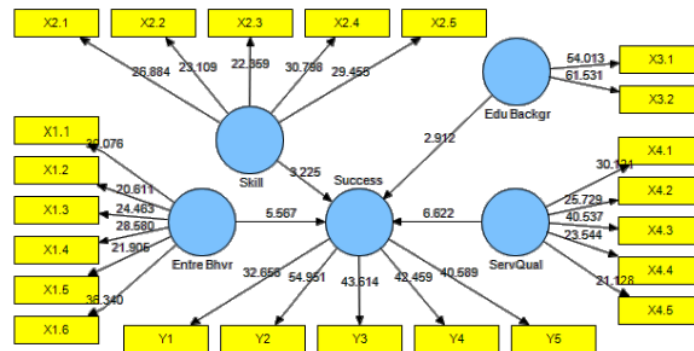

Figure 5. SEM Inner Model

Source: Processing by SmartPLS (2021)

According to (Ghozali, 2014), characterizes bootstrapping as how frequently the show is recalculated with haphazardly produced test information so that analysts can indicate how numerous cases are included in each arbitrary test within the trust that the test speaks to the actual population information. We are able see the result of t-statistic esteem each exogenous to the endogenous inactive variable in figure 5. In testing the hypothesis, researchers must compare the t-statistic value (t_0) with the t-table value ($t\alpha$). In this study, researchers used a relatively small alpha level of 5%. So by using t table ($\alpha/2$) and df (n-k), the value of t table = 5% (two-way test), and df (400-2) = df (398) = 1.9659. This calculation shows that the t-table in this study is 1.9659. The PLS (Partial Least Square) analysis used in this study used the SmartPLS Version 2.0.M3 program which was run on computer media. To survey the noteworthiness of the forecast show in testing the basic show, it can be seen from the t-statistic esteem between the autonomous variable and the subordinate variable within the way coefficient table on the SmartPLS output in table 4.

Table 4. Hypothesis Test Result (t-Test)

Relationship Each Variable	t-Statistic Value	Parameter Coefficient	Critical Value	Conclusion
Entrepreneurial Behavior – Business Success	5,5667	0,2483	1,9659	Ho rejected, H1 accepted
Skill – Business Success	3,2252	0,1679	1,9659	Ho rejected, H2 accepted
Educational Background – Business Success	2,9119	0,1458	1,9659	Ho rejected, H3 accepted

Relationship Each Variable	t-Statistic Value	Parameter Coefficient	Critical Value	Conclusion
Service Quality – Business Success	6,6223	0,3932	1,9659	Ho rejected, H4 accepted

Source: Data Processing by SmartPLS (2021)

A hyphotesis can be said accepted if the calculated of t-statistic value is higher than the critical value (in this study is 1,9659). From table 4 above, all of exogenous latent variables have significant and positive influence to endogenous latent variables. Then the coefficient parameter value will be used in calculate the partial and simultaneous effect between the variables. In this model there are four independent or exogenous latent variables, namely Entrepreneurial Behavior, Skill, Educational Background, and Service Quality. Then the dependent or endogenous latent variables is Business Success. For the equation the formula used is $Y = 0,2483X_1 + 0,1679X_2 + 0,1458X_3 + 0,3932X_4 + 0,2627$.

The resullts calculation in table 5 below give several objective information as follows. The influence of Entrepreneurial Behavior which partially affect Business Success is 6,17%. Then the contribution of Skill has a partial effect on Business Success equal to 2,82%. Educational Background has partially effect to Business Success as 2,13%. And Service Quality also has 15,46% partially effect to Business Success. By simultaneously, all of independent variable (Entrepreneurial Behavior, Skill, Educational Background, and Service Quality) have 73,73% effect on Business Success. The remaining is 26,27% affected by another factors that's not explained in this research.

Table 5. Relationship Between Each Variables

Variables	Coefficient	Through	Partial Influence	Simultaneous Influence
Entrepreneurial Behavior	0,2483	$X_1 \rightarrow Y$	0,2483 x 0,2483 x 100% = 6,17%	0,7373 x 100% = 73,73%
Skill	0,1679	$X_2 \rightarrow Y$	0,1679 x 0,1679 x 100% = 2,82%	
Educational Background	0,1458	$X_3 \rightarrow Y$	0,1458 x 0,1458 x 100% = 2,13%	
Service Quality	0,3932	$X_4 \rightarrow Y$	0,3932 x 0,3932 x 100% = 15,46%	
Error 1	1 – 0,7373 = 0,2627	-	-	-

Source: Data Processing by SmartPLS (2021)

Business success is not only shown by the achievement of goals, which are described by real goals, but the attitude or behavior also shows an entrepreneur who has high performance so as to achieve success. A technopreneur is someone who has the characteristics of an entrepreneurial spirit such as self-confidence, task and result-oriented, courage to take risks, leadership, originality and future orientation. It can also be used as a benchmark for achieving success.

Discussion

Based on the results of structural equational model testing regarding the conceptual understanding of critical factors that drive technopreneur's business success, the factors studied are entrepreneurial behavior, skills, educational background, and service quality. The discussion that can be interpreted is as follows.

Hypothesis 1 testing, entrepreneurial behavior affect on business success. The results of the study state that there is a positive and significant influence between the entrepreneurial behavior variable on the business success variable partially. This proves that entrepreneurial behavior has a major effect on business success. That way every business actor needs to pay attention to the entrepreneurial behavior of technopreneurs when running a business. The statement above is in accordance with the research conducted by (Masykuri & Soesatyo, 2014) where there is a positive and significant influence between entrepreneurial behavior on the success of the songkok craftsmen SME in Bungah District, Gresik Regency. As well as supporting the results of research by (Rante, 2011) where entrepreneurial behavior has a strategic role in the success of Micro, Small, Agribusiness enterprises in Papua Province.

Hypothesis 2 testing, skill affect on business success. The results of the study indicate that there is a positive and significant influence between the skills variable on the business success variable partially. This proves that the higher the skills in managing the business, the more successful the business is being run. The skills in managing and running a business will greatly affect the success or failure of a business. With good skills, be it the ability in terms of managing, coordinating, and in building relationships, if all of these are fulfilled, the possibility for the success of a business will run well, and the business will grow rapidly. The statement above supports the results of research conducted by (Irawan & Mulyadi, 2016) where skills have a positive influence on business success, this is based on empirical research that it is found that the application of skills has a positive effect on business success, including in the strong category. This shows that the higher the skills you have, the higher the effect on the success of the business at distribution members of the KICK community (Creative Independent Clothing Community).

Hypothesis 3 testing, educational background affect on business success. The results of the study state that there is a positive and significant influence between the educational background variable on the business success variable partially. This proves that the educational background of a technoprenur is influential in determining the success of a business being run. The third factor that influences business successful was educational background. This view was advanced by (Rahayu, 2014), the degrees of schooling that have been taken by business visionaries are obviously unique. This is because of the fluctuated life foundations. Training for business people is significant in instructing and building up a business, in light of the fact that the achievement or disappointment of a business relies a ton upon the degree of schooling. Hence, all together for the business to be hurried to be fruitful and create, business visionaries must have satisfactory arrangements, specifically instruction. In Indonesia there are numerous effective business visionaries, yet not a couple of them doesn't go to class. Those with just low schooling can become effective business visionaries since they can peruse the open doors that are around them and furthermore never surrender despite each disappointment. Then, (Marti'ah et al., 2015) clarifies that education has a significant part in the improvement of the entire individual and the advancement of Indonesian culture all in all. Furthermore, human improvement is additionally expected to deliver people who are proficient and fit for assuming a functioning part in creating Indonesian culture all in all. Watchman in his exploration

expressed that proper instruction assumes a vital function in public turn of events. In building up the nation's advancement, it is important to have a harmony between foundation improvement and people (human asset training). This marvel shows that schooling, particularly training focused towards business venture, is a factor that decides the accomplishment of business development (Hakim & Kartajaya, 2012).

Testing hypothesis 4, service quality affect on business success. The results of the study state that there is a positive and significant influence between the service quality variable on the business success variable partially. This proves that the quality of services provided by technopreneurs can determine the level of success of the business being run. Based on the results of research and discussion conducted by (Tresani & Haryati, 2015), it can be concluded as follows: based on the partial test, service quality has a significant effect on the success of the shop business unit. So that the results of this study are in line and do not contradict the results of previous studies. Previous research by (Halimah & Murniaty, 2019) were found that the success of cooperatives is shown by proper management of cooperatives.

CONCLUSION

Based on the results of the research that has been done, several conclusions can be drawn which are expected to provide answers to the research questions that have been formulated in this study. Some of the conclusions are as follows. Entrepreneurial behavior has a positive and significant influence to business success partially. Then the contribution of skill has a positive and significant effect partially. Educational background also has a positive and significant effect to business success partially. And by partially, service quality has a positive and significant effect to business success. Then by simultaneously, all of independent variable (entrepreneurial behavior, skill, educational background, and service quality) have an effect on business success.

This can be done by providing initial training such as entrepreneurship counseling programs and holding workshops or sharing sessions to technopreneurs so that they have sufficient expertise, knowledge and experience in entrepreneurship (especially technology-based), then these technopreneurs are also advised to find out and learn how to do this. deliver excellent service to consumers so that it is in accordance with the principle of service quality. Given this research was only conducted in one research object namely technopreneurs or digital entrepreneurs in West Java. Therefore, other researchers who want to do research with the same variables are advised to choose different objects with a wider scope.

REFERENCES

Acar, O. A., Tarakci, M., & van Knippenberg, D. (2019). Creativity and Innovation Under Constraints: A Cross-Disciplinary Integrative Review. *Journal of Management*, 45(1). https://doi.org/10.1177/0149206318805832

Ahadi, S., & Kasraie, S. (2020). Contextual factors of entrepreneurship intention in manufacturing SMEs: the case study of Iran. *Journal of Small Business and Enterprise Development*, 27(4). https://doi.org/10.1108/JSBED-02-2019-0074

Akhmetshin, E. M., Mueller, J. E., Yumashev, A. V., Kozachek, A. V., Prikhodko, A. N., & Safonova, E. E. (2019). Acquisition of entrepreneurial skills and competences:

Curriculum development and evaluation for higher education. *Journal of Entrepreneurship Education*, *22*(1).

Alam, G. M., Forhad, A. R., & Ismail, I. A. (2020). Can education as an 'International Commodity' be the backbone or cane of a nation in the era of fourth industrial revolution? - A Comparative study. *Technological Forecasting and Social Change*, *159*. https://doi.org/10.1016/j.techfore.2020.120184

Anggadwita, G., & Palalić, R. (2020). Entrepreneurship in Indonesia: some contextual aspects. In *Research Handbook on Entrepreneurship in Emerging Economies*. https://doi.org/10.4337/9781788973717.00018

Anggara, R. G., & Anggadwita, G. (2018). Analisis Faktor-Faktor Yang Mempengaruhi Keberhasilan Technopreneur : Studi Kasus Pada Bandung Techno Park Analysis the Factors That Influence Technopreneur ' S Success : Case Study At Bandung Techno Park. *EProceedings of Management*, *5*(2), 1601–1608. https://core.ac.uk/reader/299923320

Anggraeni, N. M. D., Sujana, I., & Zukhri, A. (2017). ANALISIS FAKTOR – FAKTOR YANG MEMPENGARUHI KEBERHASILAN USAHA KECIL DAN MENENGAH PADA PENGRAJIN TENUN SONGKET DI DESA JINENGDALEM KECAMATAN BULELENG. *Jurnal Pendidikan Ekonomi Undiksha*, *9*(1), 158–166. https://doi.org/10.23887/jjpe.v9i1.20000

Ariyanti, F. (2018). *Jumlah Wirausaha RI Siap Kejar Malaysia*. Liputan6. www.liputan6.com

Arya, B., Horak, S., Bacouel-Jentjens, S., & Ismail, K. (2021). Leading entrepreneurial sustainability initiatives in emerging economies. *International Journal of Emerging Markets*. https://doi.org/10.1108/IJOEM-08-2020-0951

Asongu, S. A., & Odhiambo, N. M. (2019). Basic formal education quality, information technology, and inclusive human development in sub-Saharan Africa. *Sustainable Development*, *27*(3). https://doi.org/10.1002/sd.1914

Bakar, M. A., Bakar, A. A., Noor, A. M., & Mohamad, N. M. (2020). Islamic Technopreneurship In The Midst Of Covid-19 Pandemic: A Malaysia Review. *PalArch's Journal of Archaeology of Egy[T*, *17*(9).

Balboni, B., Bortoluzzi, G., Pugliese, R., & Tracogna, A. (2019). Business model evolution, contextual ambidexterity and the growth performance of high-tech start-ups. *Journal of Business Research*, *99*. https://doi.org/10.1016/j.jbusres.2019.02.029

Banerji, D., & Reimer, T. (2019). Startup founders and their LinkedIn connections: Are well-connected entrepreneurs more successful? *Computers in Human Behavior*, *90*. https://doi.org/10.1016/j.chb.2018.08.033

Berita Pemerintahan. (2017). *Peluang Besar Jadi Pengusaha Di Era Digital*.

Bhatia, A. K., & Levina, N. (2020). Diverse rationalities of entrepreneurship education: An epistemic stance perspective. *Academy of Management Learning and Education*, *19*(3).

https://doi.org/10.5465/AMLE.2019.0201

Bird, B. (2019). Toward a theory of entrepreneurial competency. In *Advances in Entrepreneurship, Firm Emergence and Growth* (Vol. 21). https://doi.org/10.1108/S1074-754020190000021011

Boldureanu, G., Ionescu, A. M., Bercu, A. M., Bedrule-Grigoruţă, M. V., & Boldureanu, D. (2020). Entrepreneurship education through successful entrepreneurial models in higher education institutions. *Sustainability (Switzerland)*, *12*(3). https://doi.org/10.3390/su12031267

Castro, M. P., Scheede, C. R., & Zermeño, M. G. G. (2019). The impact of higher education on entrepreneurship and the innovation ecosystem: A case study in Mexico. *Sustainability (Switzerland)*, *11*(20). https://doi.org/10.3390/su11205597

Chen, S. (2019). Investment in Education and Human Resource Development in Postwar Taiwan. In *Cultural Change in Postwar Taiwan*. https://doi.org/10.4324/9780429040870-7

Chiles, T. H., Crawford, B., & Elias, S. R. S. T. A. (2021). Mind, Body, and Soul: A Spiritual Perspective on the Entrepreneurial Imagination. *Organization Theory*, *2*(2). https://doi.org/10.1177/26317877211005786

Cho, Y. H., & Lee, J.-H. (2018). Entrepreneurial orientation, entrepreneurial education and performance. *Asia Pacific Journal of Innovation and Entrepreneurship*, *12*(2). https://doi.org/10.1108/apjie-05-2018-0028

Collins, P., Mahon, M., & Murtagh, A. (2018). Creative industries and the creative economy of the West of Ireland: evidence of sustainable change? *Creative Industries Journal*, *11*(1). https://doi.org/10.1080/17510694.2018.1434359

Covin, J. G., Rigtering, J. P. C., Hughes, M., Kraus, S., Cheng, C. F., & Bouncken, R. B. (2020). Individual and team entrepreneurial orientation: Scale development and configurations for success. *Journal of Business Research*, *112*. https://doi.org/10.1016/j.jbusres.2020.02.023

Danil, L., & Septina, N. (2019). Entrepreneurship and small medium enterprises in ASEAN. In *Global Competitiveness: Business Transformation in the Digital Era*. https://doi.org/10.1201/9780429202629-9

Dijkhuizen, J., Gorgievski, M., van Veldhoven, M., & Schalk, R. (2018). Well-Being, Personal Success and Business Performance Among Entrepreneurs: A Two-Wave Study. *Journal of Happiness Studies*, *19*(8). https://doi.org/10.1007/s10902-017-9914-6

Ghozali, I. (2014). Structural Equation Modeling, Metode Alternatif Dengan Partial Least Square (PLS), Dilengkapi Software Smartpls 3.0, Xlstat 2014, dan WarpPLS 4.0 Edisi 4. In *Badan Penerbit Universitas Diponegoro*.

Ghozali, I. (2017). Model Persamaan Struktural. Konsep dan Aplikasi Dengan Program AMOS

24.0. Update Bayesian SEM. In *Universitas Diponegoro*.

Giudice, M. Del, Garcia-Perez, A., Scuotto, V., & Orlando, B. (2019). Are social enterprises technological innovative? A quantitative analysis on social entrepreneurs in emerging countries. *Technological Forecasting and Social Change*, 148. https://doi.org/10.1016/j.techfore.2019.07.010

Hair, J., Black, W., Babin, B., & Anderson, R. (2010). Multivariate Data Analysis: A Global Perspective. In *Multivariate Data Analysis: A Global Perspective* (Vol. 7th).

Hakim, A., & Kartajaya, H. (2012). Supply Chain Economic: Rekonstruksi Inovasi Daya Saing Increasing Return. In *Penerbit ANDI*.

Halimah, D. N., & Murniaty, I. (2019). Pengaruh Kualitas Pelayanan Dan Manajemen Koperasi Terhadap Keberhasilan Toko Koperasi Mahasiswa. *Economic Education Analysis Journal*, 8(1), 257–272.

Hartono, W. (2011). Pengembangan Technopreneurship: Upaya Peningkatan Daya Saing Bangsa di Era Global. *Seminar Nasional Teknologi Informasi Dan Komunikasi Terapan 2011 (Semantik 2011)*, 1(1), 96–100.

Indrawan, R., & Yaniawati, P. (2014). Metodologi Penelitian: Kuantitatif, Kualitatif, dan Campuran untuk Manajemen, Pembangunan, dan Pendidikan. In *PT. Refika Aditama*.

Irawan, A., & Mulyadi, H. (2016). PENGARUH KETERAMPILAN WIRAUSAHA TERHADAP KEBERHASILAN (Studi Kasus pada Distro Anggota Kreative Independent Clothing Kommunity USAHA di Kota Bandung). *Journal of Business Management Education (JBME)*, 1(1), 216–226. https://doi.org/10.17509/jbme.v1i1.2290

Jayani, D. H. (2020). *Pemerintah Beri Stimulus, Berapa Jumlah UMKM di Indonesia?* KataData. databoks.katadata.co.id

Khaerunnisa, I. (2018). Measuring Job Performance of The Economic Creative Business upon Women Enterpreneurs Base (Case Study at Online Bunda Community Bogor Branch Using Balance Scorecard Approach). *The Accounting Journal of Binaniaga*, 3(1). https://doi.org/10.33062/ajb.v3i1.179

Koe, W. L., Mahphoth, M. H., Alias, N. E., Krishnan, R., & Arham, A. F. (2021). Factors influencing intention towards technopreneurship among university students. *Journal of Educational and Social Research*, 11(1). https://doi.org/10.36941/jesr-2021-0016

Kotler, P., & Keller, K. L. (2016). Marketing Mangement. In *Pearson Edition Limited* (15th ed.).

Kubíček, A., & Machek, O. (2019). Gender-related factors in family business succession: a systematic literature review. In *Review of Managerial Science* (Vol. 13, Issue 5). https://doi.org/10.1007/s11846-018-0278-z

Liu, W., & Atuahene-Gima, K. (2018). Enhancing product innovation performance in a

dysfunctional competitive environment: The roles of competitive strategies and market-based assets. *Industrial Marketing Management*, *73*. https://doi.org/10.1016/j.indmarman.2018.01.006

Lupiyoadi, R. (2013). Manajemen Pemasaran Jasa Teori dan Praktik. In *Salemba Empat*.

Machmud, A., Nurhayati, D., Aprilianti, I., & Fathonah, W. N. (2020). Effect of self efficacy ICT on technopreneurship intention of technopreneurial learning mediation: The case young generation in Indonesia. *Journal of Entrepreneurship Education*, *23*(1).

Malecki, E. J. (2018). Entrepreneurship and entrepreneurial ecosystems. *Geography Compass*, *12*(3). https://doi.org/10.1111/gec3.12359

Marcelino, D. (2020). Green Purchase Intention Pada Konsumen Nutrifood di Bandung: Peran Environment Concern Dengan Mediasi Green Trust. *Jurnal Sekretaris & Administrasi Bisnis (JSAB)*, *4*(1), 01. https://doi.org/10.31104/jsab.v4i1.152

Marti'ah, S., Satria, B., & Haryono, S. (2015). Pengenalan Technoprenuership Melalui Dunia Pendidikan. *Semnasteknomedia Online*, *3*(1), 5–12. https://www.ojs.amikom.ac.id/index.php/semnasteknomedia/article/view/709

Masykuri, A. A., & Soesatyo, Y. (2014). Analisis Perilaku Kewirausahaan Terhadap Keberhasilan Usaha Pada Usaha Kecil Menengah (UKM) Pengrajin Songkok di Kecamatan Bungah Kabupaten Gresik. *Jurnal Pendidikan Ekonomi (JUPE)*, *2*(3), 1–19. http://jurnalmahasiswa.unesa.ac.id/index.php/jupe/article/view/9403

Midayanti, N., & et al. (2017). Laporan Penyelenggaraan Penyusunan Data Statistik Dalam Rangka Big Data Ekonomi Kreatif: Tenaga Kerja Ekonomi Kreatif 2011-2016. In *Badan Pusat Statistik*.

Munir, H., Jianfeng, C., & Ramzan, S. (2019). Personality traits and theory of planned behavior comparison of entrepreneurial intentions between an emerging economy and a developing country. *International Journal of Entrepreneurial Behaviour and Research*, *25*(3). https://doi.org/10.1108/IJEBR-05-2018-0336

Murniati, M., Maski, G., Noor, I., & Ekawaty, M. (2021). Entrepreneurship in the Tourism Industry: Implication on Sustainable Economic Development. *International Symposia in Economic Theory and Econometrics, Vol. 29B*, 137–156. https://doi.org/10.1108/s1571-03862021000029b030

Naik, B. K. R., Khan, A., Kumar, A., & Mohite, J. (2018). Promotion of Techno-entrepreneurship Programs in different Countries: A Review. *2018 IEEE Technology and Engineering Management Conference, TEMSCON 2018*. https://doi.org/10.1109/TEMSCON.2018.8488387

Nikolova-Alexieva, V., & Angelova, M. N. (2020). Opportunities for raising the entrepreneurial culture - A factor for competitiveness of the Bulgarian economy. *International Journal of Entrepreneurship and Small Business*, *40*(3). https://doi.org/10.1504/IJESB.2020.107803

Păunescu, C., Popescu, M. C., & Duennweber, M. (2018). Factors determining desirability of entrepreneurship in Romania. *Sustainability (Switzerland)*, *10*(11). https://doi.org/10.3390/su10113893

Putriana Dewi, D., Nurfajar, A. A., & Dardiri, A. (2019). *Creating Entrepreneurship Mindset Based on Culture and Creative Industry in Challenges of The 21st Century Vocational Education*. https://doi.org/10.2991/icovet-18.2019.18

Rahayu, S. M. (2014). Analisis Faktor Ekonomi , Tingkat Pendidikan Dan Kemampuan Berwirausaha Terhadap Keberhasilan Usaha Bagi Masyarakat. *Jurnal Ilmiah STKIP PGRI Ngawi*, *13*(1), 72–81.

Rante, Y. (2011). Pengaruh Budaya Etnis dan Perilaku Kewirausahaan Terhadap Kinerja Usaha Mikro Kecil Agribisnis di Provinsi Papua. *Jurnal Manajemen Dan Wirausaha*, *12*(2), 133–141. https://doi.org/10.9744/jmk.12.2.pp.133-141

Santos, G., Afonseca, J., Lopes, N., Félix, M. J., & Murmura, F. (2018). Critical success factors in the management of ideas as an essential component of innovation and business excellence. *International Journal of Quality and Service Sciences*, *10*(3). https://doi.org/10.1108/IJQSS-05-2017-0051

Setia, S. (2018). Personality profile of successful entrepreneurs. *Journal of Economics, Business & Accountancy Ventura*, *21*(1). https://doi.org/10.14414/jebav.v21i1.1004

Sugiyono. (2013). Metode Penelitian Pendidikan Pendekatan Kuantitaif, Kualitatif, dan R&D. In *Alfabeta*.

Sugiyono. (2017). Statistika untuk Penelitian. In *Alfabeta*.

Suryana. (2019). Kewirausahaan Pedoman Praktis: Kiat dan Proses Menuju Sukses. *Journal of Chemical Information and Modeling*.

Tambunan, T. (2019). Recent evidence of the development of micro, small and medium enterprises in Indonesia. *Journal of Global Entrepreneurship Research*, *9*(1). https://doi.org/10.1186/s40497-018-0140-4

Toms, S., Wilson, N., & Wright, M. (2020). Innovation, intermediation, and the nature of entrepreneurship: A historical perspective. *Strategic Entrepreneurship Journal*, *14*(1). https://doi.org/10.1002/sej.1310

Tresani, S., & Haryati, Y. T. (2015). PENGARUH KUALITAS PELAYANAN DAN KESESUAIAN KEBUTUHAN TERHADAP KEBERHASILAN UNIT USAHA TOKO KOPERASI MAHASISWA UNIVERSITAS NEGERI SEMARANG TAHUN 2014. *Economic Education Analysis Journal*, *4*(3).

Vătămănescu, E. M., Cegarra-Navarro, J. G., Andrei, A. G., Dincă, V. M., & Alexandru, V. A. (2020). SMEs strategic networks and innovative performance: a relational design and methodology for knowledge sharing. *Journal of Knowledge Management*, *24*(6). https://doi.org/10.1108/JKM-01-2020-0010

Wijaya, T. (2008). Kajian Model Empiris Perilaku Berwirausaha UKM DIY dan Jawa Tengah (Empirical Model Study of Entrepreneurship Behavior of SMEs DIY and Central Java). *Jurnal Manajemen Dan Kewirausahaan (Journal of Management and Entrepreneurship)*, *10*(2), 93–104.

Yun, J. J., Zhao, X., Park, K. B., & Shi, L. (2020). Sustainability condition of open innovation: Dynamic growth of alibaba from SME to large enterprise. *Sustainability (Switzerland)*, *12*(11). https://doi.org/10.3390/su12114379

Zimmerer, T. W., & Scarborough, N. M. (2008). Kewirausahaan dan Manajemen Usaha Kecil. In *Salemba Empat* (5th ed.).

CONCEPTUAL UNDERSTANDING OF CRITICAL FACTORS THAT DRIVE TECHNOPRENEUR SUCCESS IN WEST JAVA

PRIMARY SOURCES

1	mix.mercubuana.ac.id Internet Source	2%
2	publikasi.mercubuana.ac.id Internet Source	2%
3	dinastipub.org Internet Source	1%
4	vini.stiemj.ac.id Internet Source	1%
5	Erfina Tri Wulandari, Lenny Christina Nawangsari. "The Effect of Green Human Resources Management on Sustainability Business Companies (Case Study on Employee Claim Department PT. Prudential Life Assurance)", European Journal of Business and Management Research, 2021 Publication	1%
6	core.ac.uk Internet Source	1%

download.atlantis-press.com

7 Internet Source <1%

8 rjoas.com
Internet Source <1%

9 Submitted to Udayana University
Student Paper <1%

10 ijisrt.com
Internet Source <1%

11 Harrie Lutfie, Dandy Marcelino. "Investigating Facebook Advertising Feature Through Performance Expectancy on Customer Purchase Intention", 2020 8th International Conference on Cyber and IT Service Management (CITSM), 2020
Publication <1%

12 Tri Wahyu Putra Susanto, I Nyoman Sudapet, Hamzah Denny Subagyo, Joko Suyono. "The Effect of Service Quality and Price on Customer Satisfaction and Repurchase Intention (Case Study at Crown Prince Hotel Surabaya)", Quantitative Economics and Management Studies, 2021
Publication <1%

13 Submitted to School of Business and Management ITB
Student Paper <1%

14   Dandy Marcelino. "Green Purchase Intention Pada Konsumen Nutrifood di Bandung: Peran Environment Concern Dengan Mediasi Green Trust", Jurnal Sekretaris & Administrasi Bisnis (JSAB), 2020
Publication

                                                   <1 %

15   mafiadoc.com
Internet Source   <1 %

16   Astri Wulandari, Bethani Suryawardani, Dandy Marcelino. "Social Media Technology Adoption for Improving MSMEs Performance in Bandung: a Technology-Organization-Environment (TOE) Framework", 2020 8th International Conference on Cyber and IT Service Management (CITSM), 2020
Publication   <1 %

17   Siti Nurjanah, Vina Pebianti, Agung Wahyu Handaru. "The influence of transformational leadership, job satisfaction, and organizational commitments on Organizational Citizenship Behavior (OCB) in the inspectorate general of the Ministry of Education and Culture", Cogent Business & Management, 2020
Publication   <1 %

18   bircu-journal.com
Internet Source   <1 %

19 id.123dok.com
    Internet Source   <1%

20 jurnal.asmtb.ac.id
    Internet Source   <1%

21 ijebmr.com
    Internet Source   <1%

22 www.sciencegate.app
    Internet Source   <1%

23 jbhost.org
    Internet Source   <1%

24 Imelda Sitinjak. "The Effect of Entrepreneurial   <1%
    Self-efficacy and Entrepreneurial Competence
    on The Entrepreneurial Entry Decision and
    The Success of Start-up MSMEs in Medan
    City", Jurnal Ekonomi Bisnis dan
    Kewirausahaan, 2019
    Publication

25 Submitted to Universitas Negeri Jakarta   <1%
    Student Paper

26 www.e-journal.ikhac.ac.id   <1%
    Internet Source

27 Submitted to Universiti Brunei Darussalam   <1%
    Student Paper

28 Sahar Ahadi, Sara Kasraie. "Contextual factors   <1%
    of entrepreneurship intention in

manufacturing SMEs: the case study of Iran",
Journal of Small Business and Enterprise
Development, 2020
Publication

29   ojs.pnb.ac.id
      Internet Source   <1%

30   repository.umpalopo.ac.id
      Internet Source   <1%

31   Grisna Anggadwita, Bachruddin Saleh
      Luturlean, Veland Ramadani, Vanessa Ratten.   <1%
      "Socio-cultural environments and emerging
      economy entrepreneurship", Journal of
      Entrepreneurship in Emerging Economies,
      2017
      Publication

32   Kukuh Lukiyanto, Maranatha Wijayaningtyas.
      "Gotong Royong as social capital to overcome   <1%
      micro and small enterprises' capital
      difficulties", Heliyon, 2020
      Publication

33   adoc.pub
      Internet Source   <1%

34   Agnes Hidiani, Tri Septin Muji Rahayu.
      "Pengaruh Hedonic Shopping Motivation,   <1%
      Shopping Lifestyle Dan Visual Merchandising
      Terhadap Impulse Buying (Pada Produk
      Fashion Mahasiswa Universitas

Muhammadiyah Purwokerto)", Master: Jurnal Manajemen dan Bisnis Terapan, 2021
Publication

35   Submitted to Universitas Mercu Buana
      Student Paper   <1%

36   journal.undiknas.ac.id
      Internet Source   <1%

37   nyipink.blogspot.com
      Internet Source   <1%

38   "Proceedings of Tourism Development Centre
      International Conference", Walter de Gruyter   <1%
      GmbH, 2020
      Publication

39   Khalida Ulfa, Eko Priyo Purnomo, Aulia Nur
      Kasiwi. "The Campaign Strategy of 2019   <1%
      Presidential and Vice-Presidential Elections on
      Social Media", Society, 2020
      Publication

40   ijecm.co.uk
      Internet Source   <1%

41   www.atlantis-press.com
      Internet Source   <1%

42   www.growingscience.com
      Internet Source   <1%

43   www.scribd.com
      Internet Source   <1%