

## THE EFFECT OF ENTREPRENEURIAL SELF EFFICACY AND PERSONAL NETWORK ON TECHNOPRENEURSHIP INTENTION

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### Abstract

*This study aims to analyze the partial effects of entrepreneurial self-efficacy and personal network on technopreneurship intention among entrepreneurs who are members of the Indonesian Young Entrepreneurs Association (HIPMI) in Madiun City. This research employs a quantitative approach using a survey method. The research sample was determined through purposive sampling, with respondents consisting of entrepreneur members of HIPMI Madiun City. Data were collected through questionnaires and analyzed using multiple linear regression analysis. The results indicate that entrepreneurial self-efficacy has a positive and significant partial effect on technopreneurship intention, suggesting that the higher the entrepreneurs' confidence in their ability to manage and develop their businesses, the stronger their intention to engage in technology-based ventures. Furthermore, personal network also has a positive and significant partial effect on technopreneurship intention, indicating that broad, strong, and high-quality relational networks encourage entrepreneurs to adopt and utilize technology in their business activities. These findings confirm that both internal and external factors independently play an important role in shaping technopreneurship intention. This study is expected to serve as a reference for entrepreneurial organizations and policymakers in designing entrepreneur development programs oriented toward enhancing self-confidence and strengthening business networks.*

**Keywords:** *Entrepreneurial Self-Efficacy, Personal Network, Technopreneurship Intention, Indonesian Young Entrepreneurs Association (HIPMI) of Madiun City*

### A. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are very important to the Indonesian economy because they contribute greatly to labor absorption, increased community income, and the formation of Gross Domestic Product (GDP). Through various policies, the Indonesian government continues to strive to improve MSMEs. The digitalization program is one of them. One of the main challenges in the digitalization of MSMEs is the low readiness of individuals to adopt technology and develop digital-based businesses (Sidik *et al.* 2022). There are many internal

factors that affect MSMEs to face the challenges of digital transformation. Many MSME actors still consider technology as something difficult, expensive, and high-risk, which has an impact on the attitude and behavior of entrepreneurs when deciding to use technology (Sidik *et al.* 2022).

In Madiun City, the phenomenon of economic digitalization is starting to be seen from the increasing use of the *Quick Response Code Indonesian Standard* (QRIS) digital payment system recorded by Bank Indonesia (BI) Kediri Representative Office. From 2024 to 2025, BI Kediri received a record of around 440 thousand QRIS transactions. Madiun City occupies the top three positions out of 13 cities or regencies in East Java in the number of non-cash transactions. This shows that people and businesses in Madiun are increasingly using digital payment methods as part of their daily economic activities. Most QRIS sellers, or about 90% of all QRIS sellers, are small businesses, showing that payment digitization has successfully reached small businesses and opened up new opportunities to manage businesses.

The Indonesian Young Entrepreneurs Association (HIPMI) of Madiun City is an organization that houses young entrepreneurs with a growing business dynamic. HIPMI acts as a forum for entrepreneurship development, business network development, and member capacity building through various training, *mentoring*, and *networking* programs. Although the Indonesian Young Entrepreneurs Association (HIPMI) provides a conducive environment for business development, not all entrepreneurs who are members of it have a strong interest in developing technology-based businesses. This condition makes HIPMI Madiun City a relevant context to examine the factors that affect *technopreneurship intention*, especially *entrepreneurial self efficacy* and *personal network*.

Entrepreneurs with a high level of *entrepreneurial self-efficacy* tend to have confidence that they are able to learn new technologies, overcome obstacles, and manage the risks that arise in the business transformation process (Koerniawan *et al.*, 2024). One of the internal factors that is believed to play an important role in forming *technopreneurship intention* is *entrepreneurial self efficacy*. A person's confidence in their ability to take the necessary actions to achieve the goals

they set as an entrepreneur is called *Entrepreneurial self efficacy* (Pangestu *et al.*, 2024). In the context of entrepreneurship, *entrepreneurial self efficacy* reflects the confidence of entrepreneurs in managing their business, facing risks, and making strategic decisions, including the decision to adopt technology.

The next factor is in the form of *a personal network*, a place for entrepreneurs to get information, share experiences, and get professional support that encourages the courage to use technology (Koerniawan *et al.*, 2024). Entrepreneurs can also use *personal networks* as an informal means of learning. Through interacting with fellow entrepreneurs, the business community, and mentors, they can learn about technology trends, digital marketing strategies, and technology-based business management in a contextual manner.

Technology-based entrepreneurship or *technopreneurship* is a form of adaptation that is relevant to this growth. As part of the technology-based business innovation process, entrepreneurs must have high learning abilities, the courage to try new things, and resilience in the face of failure (Adriani *et al.* 2024). While there are opportunities for *technopreneurship*, the fact is that some entrepreneurs have no intention or desire to build a technology-based business. It is shown that the desire to become a technopreneur is not automatically driven by the availability of technology (Mustakim *et al.* 2024). The low conversion from conventional entrepreneurs to *technopreneurs* shows that there is a gap between technological opportunities and individual readiness to adopt them.

Therefore, the existence of this study aims to provide new empirical evidence on how the Influence of *Entrepreneurial Self Efficacy* and *Personal Network* on *Technopreneurship Intention* in Hipmi Entrepreneurs in Madiun City, so as to provide a more relevant and specific understanding.

## Literature Review

### 1. Human Resource Management

The planning, organizing, execution, and supervision of procurement, development, compensation, maintenance, and separation of labor to achieve organizational goals is known as Human Resource Management (HRM). HR is also the key that determines the company's development. Because they play a key role in improving a company's performance, productivity, and competitiveness, human resources are seen as a key asset and a determining factor for an organization's success. Therefore, professional and sustainable HR management through the stages of admission, maintenance, and development is essential to support the company's growth and sustainability.

### 2. *Entrepreneurial self efficacy*

A person's belief in their ability to complete various tasks and responsibilities associated with entrepreneurship is known as *Entrepreneurial self efficacy* (Koerniawan *et al.*, 2024). In conclusion, a person's confidence in his or her ability to perform various tasks and entrepreneurial roles well, such as finding opportunities, making decisions, managing risks, innovating, managing resources, running and developing businesses. This belief also shows a person's level of confidence in their ability to face entrepreneurial challenges and build a positive business environment. In line with that, a *longitudinal* study by Nurhayati *et al.* (2020), and Manullang, (2022) stated that *Entrepreneurial self efficacy* has a positive effect on *technopreneurship intention*. The following hypothesis is obtained:

H1: *Entrepreneurial self efficacy* has a positive effect on *technopreneurship intention* in HIPMI entrepreneurs in Madiun City

### 3. *Personal Network*

*Personal networking* is the ability of individuals to build, maintain, and utilize social or professional relationships to obtain information, support, and achieve goals in a work or organizational environment (Nesheim *et al.* 2017). Personal networks also help people exchange

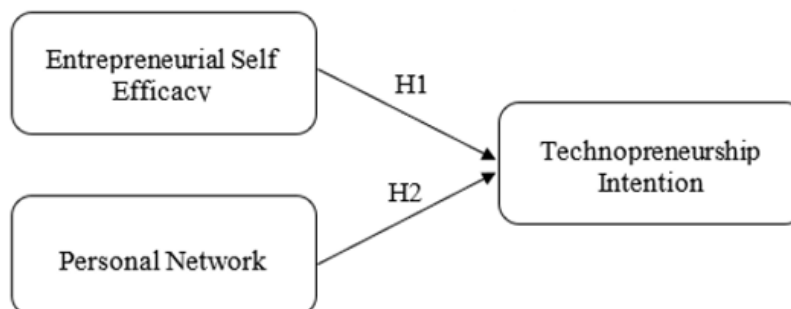
resources, knowledge, and opportunities to achieve goals in the workplace, organization, or entrepreneurship. By having a personal network, people can gain access to information and social support, which is essential for boosting confidence, improving professional skills, and helping people succeed in their business or work. *Personal networks* have a significant influence on *technopreneurship intention*, in line with research conducted by (Mustakim & Yulastri, 2024), (Arianty *et al.* 2020) and (Nurhayati & Lestari, 2022). So the following hypotheses can be made:

H2: *Personal Network* has a positive effect on *technopreneurship intention* in HIPMI entrepreneurs in Madiun City.

#### 4. *Technopreneurship intention*

*Technopreneurship intention* is an entrepreneurial activity that combines entrepreneurial skills with technology as the basis for its implementation, which includes product innovation, production of goods and services, business management, marketing, and all business systems that are run based on technology (Gusnidar, 2023). According to the research above, *Technopreneurship intention* is a person's desire or tendency to undertake a technology-based entrepreneurial venture by combining their entrepreneurial skills with technological knowledge to create new goods, services, or businesses. To increase competitiveness in the global market, this intention includes efforts to build and manage technology-based business systems, which include product innovation, production of goods and services, management, and marketing.

#### Conceptual Framework



Picture 1. Conceptual Framework

## B. METHOD

This research was conducted on HIPMI entrepreneurs precisely in Madiun City. The research began in September 2025 and ended in December 2025. The research uses a Quantitative approach. The population in this study is all entrepreneurs who are members of the Indonesian Young Entrepreneurs Association (HIPMI) of Madiun City which has 90 members. The researchers chose to use census samples because of the relatively small population size. The researcher used a *probability sampling* technique with a census sampling technique (saturation). The data collection technique in this study is using a questionnaire. The questionnaire measurements in this study used the Likert scale. The likert scale of 4 consists of four answer choices, namely strongly agree, agree, disagree, and strongly disagree.

## C. RESULTS AND DISCUSSIONS

### Validity Test

The validity test is carried out by comparing the calculated value with the rtable value. If it is known that the calculation  $>$  rtable and r have a positive value, then the item of the statement or indicator is valid. The rtable value of *degree of freedom* (df) = n-k (90-3 = 87) was obtained. With a value of  $\alpha$  0.05 or 5%. So the rtable value is 0.175.

### Reliability Test

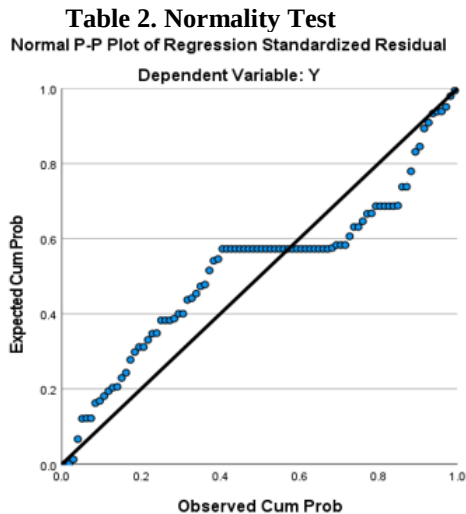
Table 1. Reliability Test

| Variabel                                             | Nilai Alpha Hitung | Cronbach Alpha | Keterangan |
|------------------------------------------------------|--------------------|----------------|------------|
| <i>Entrepreneurial Self Efficacy (X<sub>1</sub>)</i> | 0,817              | 0,60           | Reliabel   |
| <i>Personal Network (X<sub>2</sub>)</i>              | 0,854              | 0,60           | Reliabel   |
| <i>Technopreneurship Intention (Y)</i>               | 0,897              | 0,60           | Reliabel   |

Source: Output SPSS (2026)

The results of the following table can be concluded that all variables have a *Cronbach Alpha* value of more than 0.60 it can be said that the instruments of each variable are declared reliable.

## Normality Test



Source: SPSS 25 processing results

The results of the normality test in table 2 use the P-Plot Test. Based on the graph above, since the points are scattered between the diagonal lines and follow the diagonal lines, the normality test graph above shows that the data is normally distributed.

## Multicollinearity Test

**Table 3. Multicollinearity Test**

| Variabel Bebas Penelitian                              | Variance Influence Factor (VIF) | Tolerance | Keterangan                      |
|--------------------------------------------------------|---------------------------------|-----------|---------------------------------|
| <i>Entrepreneurial Self Efficacy</i> (X <sub>1</sub> ) | 2.226                           | 0.449     | Tidak Terjadi Multikolinieritas |
| <i>Personal Network</i> (X <sub>2</sub> )              | 2.226                           | 0.449     | Tidak Terjadi Multikolinieritas |

Source: Output SPSS (2026)

Based on the results of the above data, the *tolerance* Variable *Entrepreneurial Self Efficacy* (0.449) and *Personal Network* (0.449) means that in the study there were no symptoms of multicollinearity because the value of *tolerance* greater than 0.10, the VIF value does not exceed 10, therefore it can be concluded that the model has no symptoms of multicollinearity or passes the multicollinearity test.

## Heteroscedasticity Test

Table 4. Heteroscedasticity Test

| Variabel Bebas Penelitian                            | $>\alpha$ | Sig   | Keterangan                        |
|------------------------------------------------------|-----------|-------|-----------------------------------|
| <i>Entrepreneurial Self Efficacy (X<sub>1</sub>)</i> | 0,05      | 0,438 | Tidak Terjadi Heteroskedastisitas |
| <i>Personal Network (X<sub>2</sub>)</i>              | 0,05      | 0,190 | Tidak Terjadi Heteroskedastisitas |

Source: Output SPSS (2026)

The results of the sig value of the glycer test for each variable were greater than 0.05, meaning that the variables of *Entrepreneurial Self Efficacy* and *Personal Network* did not occur heteroscedasticity.

## T Test

Table 5. T Test

|       |            | Coefficients <sup>a</sup>   |            |                           |       |
|-------|------------|-----------------------------|------------|---------------------------|-------|
|       |            | Unstandardized Coefficients |            | Standardized Coefficients |       |
| Model |            | B                           | Std. Error | Beta                      | t     |
| 1     | (Constant) | 13.805                      | 3.386      |                           | 4.078 |
|       | X1         | .449                        | .136       | .306                      | 3.314 |
|       | X2         | .865                        | .141       | .564                      | 6.121 |

a. Dependent Variable: Y

Source: Output SPSS (2026)

- The results of the partial test in table 5 of the X1 variable, namely Motivation, obtained a tcal value of 3,314 tables of 1.661 so that the tcount was greater than the ttable. The significance value of *Entrepreneurial Self Efficacy* was  $0.000 < 0.05$ . Based on the explanation above, **the H1 value is accepted**. This means that the *Entrepreneurial Self Efficacy* variable has a significant effect on *Technopreneurship Intention* in HIPMI Madiun members.
- The results of the partial test in table 5 of the X2 variable, namely *Personal Network*, obtained a tcal value of 4,787 ttables of 1,661 so that the tcount was greater than the ttable. The significance value of *the Personal Network* is  $0.000 < 0.05$ . Based on the explanation above,

**H2 was accepted.** This means that the *Personal Network* variable has a significant effect on *Technopreneurship Intention* in HIPMI Madiun members.

### Coefficient of determination (R<sup>2</sup>)

**Table 6. Coefficient of determination (R<sup>2</sup>) Test**

| Model | R                 | Model Summary <sup>b</sup> |                   |                            |               |
|-------|-------------------|----------------------------|-------------------|----------------------------|---------------|
|       |                   | R Square                   | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1     | .817 <sup>a</sup> | .668                       | .660              | 2.967                      | 2.100         |

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: Output SPSS (2026)

The table shows that the value of the *R Square* is 0.668, or 66.8%. The coefficient value of the determinant shows that the variables *Entrepreneurial Self Efficacy* and *Personal Network* are able to explain the *Technopreneurship Intention* variable of the object by 66.8% while the remaining 33.2% is explained by variables that are not included in the research model.

### D. CONCLUSIONS

*Entrepreneurship Self Efficacy* has a significant effect on *Technopreneurship Intention* in HIPMI members in the city of Madiun. This means that a high level of trust can increase a person's intention to make digitalization in their business. *Personal Network* has a significant effect on *Technopreneurship Intention* in HIPMI members in the city of Madiun. This means that *personal networks* play an important role in providing access to information, resources, business opportunities, and social support. The results of this study show that *Entrepreneurship, Self Efficacy* and *Personal Network* towards *Technopreneurship Intention* in HIPMI entrepreneurs in Madiun City. The interaction between *entrepreneurial self efficacy* and *personal network* strengthens the formation of *technopreneurship intention*. High self-confidence makes entrepreneurs more actively utilize their networks, while strong networks can strengthen confidence through social support and validation. In a dynamic and collaborative environment of HIPMI Madiun City, the combination of these two factors creates an ecosystem conducive to the

growth of technology-based entrepreneurial intentions. Thus, the influence of *entrepreneurial self efficacy* and *personal network* on *technopreneurship intention* in HIPMI entrepreneurs in Madiun City occurs because the two complement each other in forming the beliefs, abilities, and opportunities needed to develop technology-based businesses in the midst of the demands of economic digitalization.

## **E. SUGGESTIONS**

1. Suggestions for HIPMI Madiun members, continue to improve *entrepreneurial self efficacy* through various self-development efforts, expand and strengthen *personal networks* by more actively participating in organizational activities, business forums, and collaborations between members, and are expected to be able to increase business competitiveness in the digital era
2. For future researchers, it is recommended to develop this study by adding other variables that have the potential to influence *technopreneurship intention*, such as digital literacy, innovation, entrepreneurial motivation, government support, or access to capital. The addition of these variables is expected to provide a more comprehensive picture of the factors that drive *technopreneurship*.

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