

ABSTRACT

Prior knowledge is one thing that needed by an entrepreneur in entrepreneurial opportunity process. For example, to have knowledge and skill in terms of big data analytics. The advantage of big data analytics is that it can be a tool to predict anticipatory steps to avoid a problem. Therefore, entrepreneur can use the findings of data analysis as an opportunity to create a business needed by many people. Today, big data analytics broadly implemented in various businesses as tools for developing strategic decision and competitive advantage. Big data analytics has been taught and included in the curriculum of business school programs and can be learned by implementing a self-learning system.

This research is done to tested the framework that suggested by Sedkaoui (2018). In those research, she stated that big data analytics can help business student in the identification process of entrepreneurial opportunity. The researcher is also involve the self-regulated learning application (Eom, 2012) to support the knowledge about big data analytics. The result of this research can be used as a refrence about entrepreneur in this digital transformation era with implementation of big data analytics into the entrepreneurial opportunity identification process.

This research object is the business student of Telkom University of 2016 and 2017 generation. In data collection process, the researcher upload an online questionnaire and filled by 311 respondents. The research method is quantitative. Analytics techniques which used in this research are descriptive analysis, matrix-PLS analysis, and logistic regression analysis.

All manifest variable which involved stated as a valid and reliable to be used in this research. The result show that big data analytics can support the entrepreneurial opportunity identification process. However, to create an entrepreneur, the ability to create new business model is needed. If we only used the data analytics ability it will never be enough to pushing someone to become an entrepreneur. Besides that, big data learning experience factor is not moderate any relation to the framework of entrepreneurial opportunity identification process. So that, to be a new entrepreneur, the learning experience of big data analytics is not really to be considerate.

From this research, the researcher prove that the framework that suggested by Sedkaoui (2018) which already modified on this research can be further tested. Next research can use different kind of method, measuring instrument, and even different research object. This is done as a further tested to entrepreneurial opportunity identification process framework which used big data analytics. This research hopefully can be a reference to another research with entrepreneurial topics.

Keywords: Entrepreneur; entrepreneurial opportunity; new entrepreneur; Big data analytics