

# CHAPTER I

## INTRODUCTION

### 1.1 Research Objective Overview

#### 1.1.1 Telkom University



Figure 1.1 Telkom University Logo

*Source: Google*

Telkom University is one of famous private university in Indonesia. The main campus is located in Bandung Regency, West Java, to be exact on Jalan Telekomunikasi- Terusan Buah Batu (Bandung Technoplex), and another campus is at Gegerkalong Hilir in north Bandung city. Telkom University establish in 14<sup>th</sup> August 2013 that held by Yayasan Pendidikan Telkom, incorporate with another 4 private colleges such as Institut Teknologi Telkom (ITT), Institut Manajemen Telkom (IMT), Politeknik Telkom (PT), and Sekolah Tinggi Seni Rupa dan Desain Indonesia Telkom (STISI Telkom). This university has 4 specification of faculties, there are Telkom Engineering School, Telkom Economics and Business School, School of Applied Science School, and Telkom Creative Industries School. Tel-U specialized program of study in the field of “Information and Communications Technologies, Management and Creative Industries” in response

to demands of rapidly ICT industry development, regarding to The average growth in the telecommunications business in Indonesia increased by 20% each year.

One of the goals of Telkom University is to create graduates who will become an entrepreneur or involve in entrepreneurship world. In 2018, Rector of Telkom University Prof. Adiwijaya in his remarks explained that entrepreneur development at Telkom University especially in the field of Startup continued to increase, this was due to Telkom University was supported by Bandung Techno Park and several Research Centers in it, besides of that the university need to prepare or develop their students to be ready to become entrepreneurs with the implementation of ICT. Associates with PT Global Digital Prima, both of them are agreed to establish cooperation in the fields of education, training and community service; resource development; scientific activities and seminars; as well as enhancing and developing human resource competencies.

Students who study in economy and business faculty (FEB) have the most potential to realize the university objective, specifically students who registered as bachelor's degree in management, which divided into two majors; MBTI and International ICT Business. The Management major of FEB Telkom University, already achieved an A score of accreditation from Badan Akreditasi Nasional Perguruan Tinggi (BAN-PT) since 2008 and recently they got the same accreditation in 2013. BAN-PT oversees the quality and efficiency of higher education through an accreditation process in all study programs in higher education institutions in Indonesia. Furthermore, Telkom University is included on The Best 100 Universities in Indonesia 2018 (rank 24) according to UniRank or now known as 4CUI (4 International colleges and Universities). 4CUI is a campus ranking based on search engines and directories which assesses 11,307 college sites around the world. The more frequently these campus sites are searched on independent search engines (such as Moz Domain Authority, Alexa Global Rank, Global Rank Similar Web, Majestic Referring Domains, and Majestic Trus Flow) the better the assessment.

### 1.1.2 Widyatama University

Widyatama University is one of Bandung private university located in Jl. Cikutra No. 204A, Bandung, West Java. Established in 2<sup>nd</sup> August 2001, Widyatama University is a merger of Bandung College of Economics (STIEB), Bandung College of Science (STT), Visual Communication Design College (STDKV).



Figure 1.2 Widyatama University Logo

*Source: Google*

History of this university started from the construction of Institute Akuntansi Bandung in 1973 initiate by Prof. Dr. Koesbandijah Abdul Kadir, Ak following in 1976, the institute opened program study for Manajemen Perusahaan or known as Company Managemat with the name of Institut Manajemen Bandung. Finally in 1979, the Institute Akuntansi Bandung and Institut Manajemen Bandung combined as Sekolah Tinggi Akuntansi dan Manajemen Perusahaan Bandung and change its name to become Sekolah Tinggi Ilmu Ekonomi Bandung. This university has 5 core faculties that consist of several departments, such as Faculty of Economy, Faculty of Business and Management, Faculty of Engineering, Faculty of Language, and Faculty of Graphic Design and Visual Communication.

At present, Widyatama University merger aim is to produce competitive graduates and has pillar of development that emphasize on their quality,

efficiency, friendly campus, business and commerce, lastly growth in order to develop good competent students. Widyatama University is one of the Universities with the tagline Friendly Campus for Future Business Pro continues to support producing graduates who are not only ready to work but also good at doing a business. The university also aware with the rise of digital business provides a great opportunity for students to develop the ability of entrepreneurs. Digital business is now as if encouraging creative people in droves to make products that are in vogue, ranging from culinary, clothing to services

The university provides curriculum material with a focus on Widyatama Faculty of Business and Management towards the establishment of reliable graduates in digital business. Faculty of Business and Management of Widyatama University, the campus has four main major, there are bachelor degree in management, bachelor degree in international management, diploma of management, and magister of management. The excellence of Management study program (S1) of Widyatama University compared to others is found at the A accreditation from BAN-PT and ranked 41th on The Best 100 Universities in Indonesia 2018 by 4ICU (4 International Colleges and Universities).

### **1.1.3 Parahyangan Catholic University**

One of the oldest private universities in Indonesia and supported by Ordo Sanctae Crucis is Parahyangan Catholic University, Bandung, Indonesia. It was built in 1955 of January 17<sup>th</sup> on Ciumbuleuit Street No. 94, when the late bishop of Bandung, Mgr. P.M. Arntz, in cooperation with Bishop of Bogor, Mgr. Prof. Dr. N.J.C. Geise, established a trade academy named Akademi Perniagaan. As the time goes by, in August 1995, the academy changed into Parahyangan Socio-Economic of Higher Learning or now known as the Faculty of Economy. Then in 1958, they established the Faculty of Law and transformed the name “Parahyangan Socio-Economic Institution of Higher Learning” into “Parahyangan Catholic University.”



Figure 1.3 Parahyangan Catholic Logo

*Source: Google*

The university has seven faculties that consist of Faculty of Economic, Faculty of Engineering with two major, Faculty of Social and Political Science with three majors, Faculty of Law, Faculty of Philosophy, Faculty of Industry and Technology with three majors, and Faculty of Information Technology and Science. According to 4CUI, this university is ranked 65<sup>th</sup> on The Best 100 universities in Indonesia. Their Faculty of Economic has an A accreditation from BAN-PT same with the Management (S1) major.

Parahyangan Catholic University (Unpar) also views the importance of entrepreneurship in their institution vision. Therefore, Unpar established a Center of Excellence for Small and Medium Enterprise Development (CoE SME Development) under the auspices of research and community service institutions (LPPM) in order to develop young entrepreneurs. The SME Development CoE has a vision to be a center in the development of Micro, Small and Medium Enterprises (MSMEs). A number of entrepreneurship education programs, seminars with various topics on entrepreneurship, business expo, various workshops, and the Unpar business community pioneered by students become Unpar's efforts to encourage entrepreneurial spirit and create young entrepreneurs.

## 1.2 Research Background

Entrepreneurship is so important for a national development since it is responsible for the world economy transformation (Lee and Peterson, 2000). Entrepreneurship seen as a priority because it has positive impact on the promotion of innovation, increase productivity, create employment, and generate both social and economic condition in a country (Shane and Venkataraman, 2000; Wong et al., 2005; Karimi et al., 2015; Sartori et al., 2013). Moreover, the youth generation cannot rely on job opportunities on the public or private sector anymore, *“Being an entrepreneur can be an alternative solution to decrease unemployment.”* (Bokhari et al, 2012).

In the 2018 World Economic Forum (WEF) at Davos Klosters, Switzerland, had discussed how the world is entering the 4th industrial revolution, which means everything characterized by a combination of technology that blurs the boundary between the physical, digital, and biological worlds that will change all lines of human life through technological development (Digital Entrepreneur Web, 2018). Governments from all developing countries are programming a digital economy, including Indonesia. To accelerate its nation progress, Joko Widodo's administration is currently planning to place Indonesia as the largest economic digital country in Southeast Asia in 2020 by improving infrastructure, penetration, and productivity that focus on digital technology.

In the new digital economy, there is an exceptional opportunity for many entrepreneurs to create their new ventures in different business areas by taking some kind of electronic commerce with the help of internet and other virtual networks (Turban et al., 2008). Based on DBS research about Business Impact of Digital Technology, the use of digital technology development gave a lot of changes in business model, such as give speed access for consumers, new ways of business intelligence, and non physical infrastructure while digital technology has appeared on many entrepreneurs journey as way of doing a business (Putri Agus, Digital Entrepreneur.id, 2018).

At least there are 100.000 UMKM that already go digital on National Online MSME Day, Friday March 31 - April 2, 2017 according to Kominfo. There was a national movement of digital economic equity for UMKM (Medium, Small and Micro Enterprises) in 30 cities in Indonesia. The program aims to encourage the use of information technology among owners of UMKM and give them the chance to have an online store, receive assistance in managing an online store, have a free .id and hosting domain, as well as product placement in a well-known marketplace. The government sees this case a great opportunity to increase the number of digital entrepreneurs in Indonesia by providing some effective programs to introduce digital technology for small business as a starter.

Digital technology on entrepreneurship seems to be important in recent years because customers like instant way to do a transaction, while online technology allows them to buy anything they want without spend time to go to the store and they can compare the price of the goods they want to buy. As a result, online shopping is increasing every year and that is why digital entrepreneurship, as a new venture opportunity is becoming worldwide attention (Davidson and Vaast, 2010:8). One of the examples of digital technology that considered as a useful tool for entrepreneurship is internet and social media platform.

Social media is one of mobile-based technology that allows interaction and communication, with peers on the networks with the base of technology would make them easily identify changes and opportunities in the business (Park, Sung, and Im, 2017). There are six types of social media platform according to Andreas M. and Michael (2010 : 59), such as collaborative projects (ex. Wikipedia), content communities (ex. Youtube), blogs and microblogs (ex. Twitter), social networking sites (ex. Facebook), virtual game worlds (ex. Mobile Legend), and virtual social worlds (ex. Second Life). Social media helps entrepreneurs to get access to their communities and gather information about the market, their customer, and provide several effects, such as knowledge integration, low-cost information disclosure, and wide network system (Genc, M; Oksuz, B, 2015, Kane, 2014).

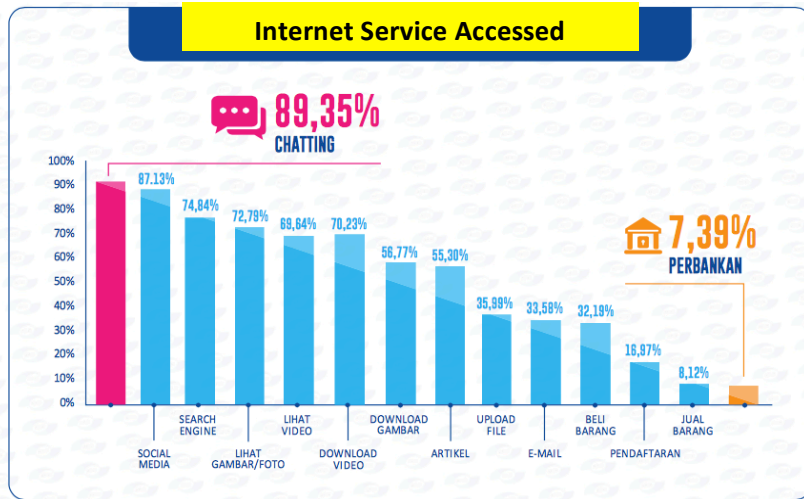


Figure 1.4 Internet Services Accessed by Indonesian Internet Users

Source: Indonesian Internet Service Provider Association (2017)

The figure 1.4 above shows Indonesians have a tendency to access Internet for chatting and accessing social media through their mobile device. Thus, Indonesia is one of the countries that has the largest social media user around the world. Figure 1.5 below illustrates the actual graph of social media penetration in each country on January 2018 from Hootsuite. The annual growth shows Indonesian social media users are at the 3rd place after Saudi Arabia and India. The number of social media user in Indonesia until the first month of 2018 had been increased from year to year.

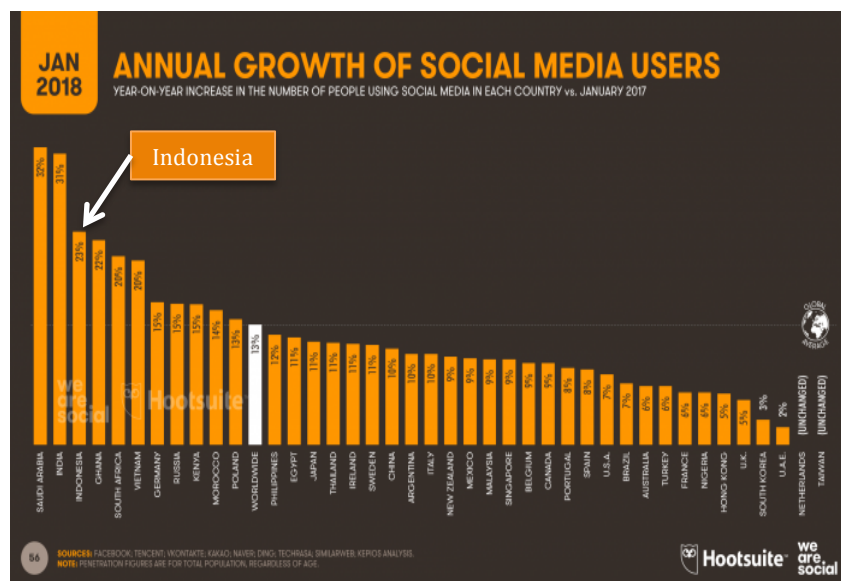


Figure 1.5 Annual Growth of Social Media Use in Global January 2018

Source: Hootsuite 2018



Meanwhile the internet users (especially social media) are dominated by students from High School until University Graduates in the age of 20-24 years and 25-29 based on Webershandwick data, a public relations company and communication service provider. There is a similarity of data about internet penetration based on education from Indonesian Internet Service Provider Association (APJII) 2017 regarding penetration of internet users based on educational level, where consist by undergraduate college students in S1, Diploma, S2, and S3 study programe.

Recent studies on entrepreneurship discussed how robust social network lead individuals to found business opportunities and encourage them to be an entrepreneur because many small and medium scale Indonesian enterprises begin to catch the enormous potential of social media. Particularly the smaller ones use social media, to cut the cost of promotion, marketing, and to reach a wider market (Pane, 2014, Gumilar & Zulfan, 2014, and Priambada, 2015). One of example of a success entrepreneur from Bandung City, Indonesia that use social media to run a business is the owner of Keripik Maicih, Reza Nurhilman. Through social media, Reza could market his snack products to other cities in Indonesia and make the brand famous, which end up competing with other imported snacks on mini or supermarket.

However, the author found the growth of social media usage in Indonesia is not aligned with the number of entrepreneurs. Even for the past few years the appearance of medium enterprises and entrepreneurs are growing significant in Indonesia (with the ratio of entrepreneurship in 2016 currently reaches 3.01 percent from 1.7 percent) Indonesia still outnumbered since Singapore is 7%, Malaysia 5%, and Thailand 3%, while America and Japan have skyrocketed far. Indonesia has a minimum number of entrepreneurs, which means many Indonesian societies have less interest in becoming an entrepreneur. Litbang Kompas proves this official statement with BPS data in figure 1.6 below.

## Number of Entrepreneurs in Indonesia Compared to Other Countries

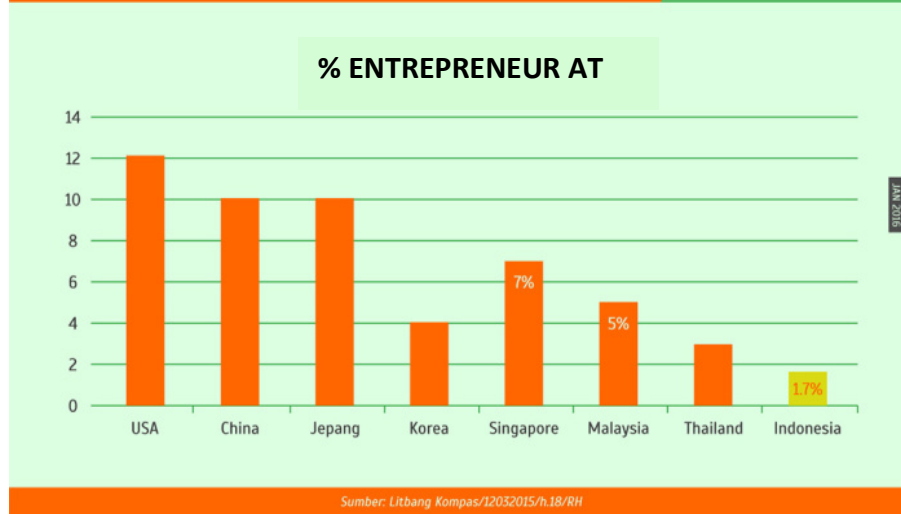


Figure 1.7 Indonesia Comparison Numbers of Entrepreneurs

Source: Litbang Kompas 2016

One of the city in Indonesia, Bandung, has only reached four percent or around 90 thousand from total population of 2.3 millions according to Deden Y Hidayat, a former chairman of the Bandung City Chamber of Commerce (Ketua Umum Kamar Dagang dan Industri). This means the number of entrepreneur in Bandung is still small (Zuraya, Republika, 2016). In the following year in 2018, a chairperson of the National Entrepreneurs Network (Jaringan Pengusaha National), Dendy Akad Buldansyah, spoke up about the ideal number of entrepreneurs in Bandung should be above five percent of the population or the number should be more than 100 thousand. He believed this condition occurred because people have not changed their mindset to become entrepreneurs and not have the confidence to compete with others (Ari Lukihardianti, Republika, 2018).

The phenomenon has warned the city government to improve people intention in entrepreneurship in order to increase the number of entrepreneurs. It is important to understand an intended behavior first since the intention precedes before someone wants to create a venture. There is a proof that entrepreneurial intention can be a predictor for entrepreneurial behavior since its defined as a

person's plan and willingness to start a new business (Reynolds, 1995). Even though, factors affecting entrepreneurial intention, particularly with digital assistance are still hard to find.

The author of this study believes graduates college students may help to solve this issue by increasing the number of entrepreneurs. AAGN Puspayoga, Minister of Cooperatives and SMEs (Mentri Koperasi) hope that universities can become the main sources of the birth of new entrepreneurs. According to him through an official statement after opening the Cooperative and SME Human Resource Capacity Enhancement at the Indonesian Education University Bandung, the current Indonesian economy still needs a lot of new entrepreneurs (Julianto, Kompas.com, 2017). To sum up, the author suspect a career plan should be an important issue on students in terms of entrepreneurial intention, especially students who are using social media and have a rich social network are likely to make better use of the resources (LUO, 2014). Also, the popularity of becoming an entrepreneur is increasing among students (Doughlass & Shepherd, 2002; Zellweger, Sieger & Halter, 2011).

This study only focused on final-year student in Bandung, since the author wants to examine the issues occurred over that area. Some previous research studies in the entrepreneurship field have also mainly focused on studying students' entrepreneurial career intentions in developed countries (Karimi et al., 2015; Nabi and Linan, 2011). The research only use private university because the amount of private universities in Indonesia, especially in Bandung, are 97% way more dominant over of public universities, which only 3%. Table 1.1 below shows a comparison the amount of private universities and public universities.

Table 1.1 Numbers of Public and Private Universities Modified by Author

West Java Year 2017	Public Higher Education Institutions	Private Higher Education Institutions
<b>University</b>	4	46

*Source: Data from Kemenristekdikti Statistik Pendidikan Tinggi 2017*

Since the amount of students in private universities is very numerous, private universities produce more graduates, which means their students have more opportunity to enter entrepreneurship world and choose an entrepreneur as a career. That is why this study takes three private universities in Bandung, as study sample, which are Telkom University, Widyatama University, and Parahyangan Catholic University. The main difference between these three universities with other private universities are Telkom University, Widyatama University, Parahyangan Catholic University have a good accreditation (A accreditation) for their S1 Management major based on BAN-PT since 2013 (Telkom University and Widyatama University) and 2015 (Parahyangan Catholic University).

Table 1.2 List of Best University in Indonesia 2018 by 4ICU

17	Universitas Padjadjaran	34	Universitas Esa Unggul	61	Universitas Tadulako
18	Universitas Gunadarma	35	Universitas Islam Negeri Sunan Kalijaga Yogyakarta	62	Universitas Tanjungpura
19	Universitas Negeri Malang	36	Universitas Negeri Padang	63	Universitas AMIKOM Yogyakarta
20	Universitas Udayana	37	Universitas Komputer Indonesia	64	Universitas Kristen Maranatha
21	Universitas Hasanuddin	38	Universitas Islam Negeri Maulana Malik Ibrahim Malang	65	Universitas Katolik Parahyangan
22	Universitas Mercu Buana	39	Universitas Muhammadiyah Malang	66	Universitas Trisakti
23	Universitas Jember	40	Universitas Sriwijaya	67	Universitas Kristen Duta Wacana
24	Universitas Telkom	41	Universitas Widyatama	68	Universitas Negeri Makassar
25	Universitas Islam Indonesia	42	Universitas Kristen Petra	69	Universitas Trunojoyo
26	Universitas Islam Negeri Syarif Hidayatullah Jakarta	43	Universitas Negeri Surabaya	70	Universitas Muhammadiyah Purwokerto
27	Universitas Muhammadiyah Yogyakarta	44	Universitas Dian Nuswantoro	71	Universitas Katolik Indonesia Atma Jaya
28	Universitas Andalas	45	Universitas Islam Negeri Walisongo	72	Universitas Islam Negeri Raden Fatah
		46	Universitas Muhammadiyah Semarang		
		47	Universitas Jambi		
		48	Universitas Islam Negeri Sulthan Syarif Kasim Riau		
		49	Universitas Surabaya		

Source: List from 4ICU website 2018

Thus, they also listed in "1-100 The Best University in Indonesia 2018" under UniRank or also known as 4ICU (4 International Colleges and Universities). 4ICU is the best campus ranking based on search engines and directories that rate 11,307 college sites throughout the world. 4ICU looks at the popularity of universities based on the website or page owned by the campus. The more often the campus sites are searched on independent search engines the better

the ratings. Telkom University, Widyatama University, Parahyangan Catholic University are good enough as a representative of Bandung private universities. Table 1.2 below proves the three universities are listed in different sequence, Telkom University ranks 24<sup>th</sup>, Widyatama University ranks 41<sup>st</sup> , and Parahyangan Catholic University ranks 65<sup>th</sup> .

Active final year students (class of 2015) who enroll in S1 Management are the best representation as study sample for this study because the soon-to-be graduates are facing their career choice either to become employed or self-employed (Krueger, Reilly & Carsrud, 2000, in Krasimira Stoyanova, 2017) thus they had taken entrepreneurship class, so they must have some kind of basic entrepreneurial knowledge and experience. According Teixeira & Forte (2018) business economics related major is one of the fields of study that have the most extensive possibilities of learning entrepreneurship and particularly likely to create fast-growing knowledge-based incentivizing the focus of entrepreneurial intention studies.

This study underlay on social cognitive theory by Albert Bandura perspective to investigate the digital entrepreneurial intention by using social media, prior knowledge, and self-efficacy factor. The information obtained from social media will be received as a piece of new knowledge and enriches the person prior knowledge. At the same time, social media acts as a learning facility could trigger an individual's self-efficacy by acting as external influencer that comes from other people surroundings. Basically, the social cognitive approach emphasized on the need for conditioning (habituation to respond) and imitation (Fourqoniah, 2015). In Ahmad Yaghoubi F. digital business intention research, he explains that Linan et al. (2013) and Krueger et al. (1993) adopted intention models of cognition to identify the key cognitive determinants of entrepreneurial career decision and behavior.

The purpose of this study is to investigate the causal effect of social media as moderator of prior knowledge and self-efficacy on digital entrepreneurial intention. To be specific, the author wants to know if social media could be used as moderating variable to predict student's intention to start a business with digital

technology. Accepting a suggestion from Hafezieh et al. (2011) that said “*Future research is needed to clarify the concept of digital entrepreneurship since lots of entrepreneurs nowadays are establishing their business based upon technology and the internet.* ”. Regardless of the fundamental issue in entrepreneurship, there are no similar studies to this research that investigate the use of social media to empower digital entrepreneurial intention and the topic is still infancy level. Therefore, the author could categorize this research as preliminary study. Based on the description to find out how the use of social media will impact digital entrepreneurial intention of universities student, it is necessary to conduct research entitled "**THE IMPACT OF SOCIAL MEDIA TOWARDS DIGITAL ENTREPRENEURIAL INTENTION OF PRIVATE UNIVERSITY STUDENTS IN BANDUNG**" (TELKOM UNIVERSITY, WIDYATAMA UNIVERSITY, PARAHYANGAN CATHOLIC UNIVERSITY)".

### **1.3 Problem Statement**

In this era, technology and social network contribute to changing market trends, create new information, seize opportunities and help entrepreneurs to perform their business venture. Some previous studies reveal social media is one of the tools to establish a social network, collect and combine information from different source to provide new information, including information related to entrepreneurship. With rapid technological development, social media is becoming a mandatory item tool for most Bandung students in order to communicate and get any kind of information, including entrepreneurship knowledge from other people. Not only knowledge, but the online social network that comes from the external environment could also affect someone's mindset and his or her self-efficacy by seeing people surroundings or role models.

Unfortunately, the high development of social media users in Indonesia does not meet with the growth number of entrepreneurs. The intention of Indonesians to become an entrepreneur let alone digital entrepreneur is still low.

However, entrepreneurship is highly needed to overcome with the unemployment issue, social infertility, and low economic growth, especially in the city of Bandung. Because of this, the author of this study needs to know does the use of social media as a learning tool for students can moderates prior knowledge and self-efficacy toward digital entrepreneurial intention. By understanding these, people will know the use of social media may impact the formation of digital entrepreneurial intention.

#### **1.4 Research Questions**

Based on literature review, the formulations of problem are:

1. Does prior knowledge influence digital entrepreneurial intention among Telkom University, Widyatama University, and Parahyangan Catholic University students?
2. Does prior knowledge influence self-efficacy among Telkom University, Widyatama University, and Parahyangan Catholic University students?
3. Does self-efficacy influence digital entrepreneurial intention among Telkom University, Widyatama University, and Parahyangan Catholic University students?
4. Does social media moderates the relationship between prior knowledge and digital entrepreneurial intention among Telkom University, Widyatama University, and Parahyangan Catholic University students?
5. Does social media moderates the relationship between self-efficacy and digital entrepreneurial intention among Telkom University, Widyatama University, and Parahyangan Catholic University students?

#### **1.5 Research Objective**

The purpose of this study was to predict the impact social media on Digital Entrepreneurial Intention (DEI) of Telkom University, Widyatama University, and Parahyangan Catholic University Students, by:

1. To find out the influence of prior knowledge towards digital entrepreneurial intention of Telkom University, Widyatama University, and Parahyangan Catholic University students.

2. To find out the influence of prior knowledge towards self-efficacy of Telkom University, Widyatama University, and Parahyangan Catholic University students.
3. To find out the influence of self-efficacy towards digital entrepreneurial intention of Telkom University, Widyatama University, and Parahyangan Catholic University students.
4. To find out the influence of social media in moderating prior knowledge towards digital entrepreneurial intention of Telkom University, Widyatama University, and Parahyangan Catholic University students.
5. To find out the influence of social media in moderating self-efficacy towards digital entrepreneurial intention Telkom University, Widyatama University, and Parahyangan Catholic University students.

## **1.6 Significance of Study**

The benefits of this research are divided into two parts namely the benefits for academic and business benefits.

### **1.6.1 Academic Aspect**

The result of this research reveal there is an impact in social media usage or activity with person's perceived level (self-efficacy) in developing digital entrepreneurial intention, and helps students or academicians to understand about it (case study: students in Telkom University, Widyatama University, and Parahyangan Catholic University). Moreover, it helps students to motivate them in developing their self-efficacy based on social media into entrepreneurial action through effective psychological learning and training.

Add knowledge to the authors and re-identify about the influence of social media in Digital Entrepreneurship Intention (DEI). Therefore, those variables can be examined and use while conducting students training in entrepreneurship skills to make the program more effective.



### **1.6.2 Business Aspect**

The research results can be used as one of the solutions to reduce unemployment problems in Indonesia, especially in Bandung. Since the outcome can help students to be more interested in entrepreneur world and conduct entrepreneurial action, so it will increase the amount of entrepreneurs.

To achieve this, the academicians should engage the students in some real life entrepreneurial situation by providing those opportunities for writing plans, case studies and role playing.

### **1.7 Systematic of Writing**

#### CHAPTER I INTRODUCTION

This chapter gives the object overview, background of the study, problem statement, formulating the research questions and objectives, show the significance of the study in terms of academic and business aspects. Then, explaining the research scope.

#### CHAPTER II LITERATURE REVIEW

This chapter contains some related theories of this study, also reviews related literatures by previous researchers. Theoretical framework and hypotheses are developed in this chapter.

#### CHAPTER III RESEARCH METHODOLOGY

This chapter discusses the research methodology used in this research.

#### CHAPTER IV RESULT AND DISCUSSION

This chapter presents the result of the statistical analysis.

#### CHAPTER V CONCLUSION AND SUGGESTION

This chapter summarizes research findings, implications of the findings and limitation of the study. Answer the research questions, make a conclusion and provides some suggestions for entrepreneurial intention development of Telkom students and also for the further studies.