

LIST OF FIGURES

Figure 1.1 Telkom University Logo	13
Figure 1.2 Widayatama University Logo	15
Figure 1.3 Parahyangan Catholic University Logo	17
Figure 1.4 Internet Services Accessed by Indonesian Internet Users.....	20
Figure 1.5 Annual Growth of Social Media Use in Global January 2018.....	20
Figure 1.6 Penetration of Internet Users Based on Education level	20
Figure 1.7 Indonesia Comparison Numbers of Entrepreneurs	22
Figure 2.1 Social Cognitive Theory by Albert Bandura.....	35
Figure 2.2 Three Factors of Social Cognitive Theory	55
Figure 2.3 Proposed research Model by Previous Researcher.....	57
Figure 2.4 Correlation between Entrepreneurial opportunity with Entrepreneurial Intention.....	58
Figure 2.5 Proposed Research Model by Author.....	59
Figure 3.1 Research Stages.....	75
Figure 3.2 Continuum Line.....	85
Figure 3.3 Ho Rejection Area with One-tailed test	93
Figure 4.1 Home University Respondent	95
Figure 4.2 Prior Knowledge Continuum Line	97
Figure 4.3 Social Media Continuum Line	99
Figure 4.4 Self-Efficacy Continuum Line	101
Figure 4.5 Digital Entrepreneurial Intention Continuum Line	103
Figure 4.6 Model Specification Scheme.....	106
Figure 4.7 Standardized Loading Factors Prior Knowledge.....	112
Figure 4.8 Standardized Loading Factors Social Media.....	113
Figure 4.9 Standardized Loading Factors Self-Efficacy.....	114
Figure 4.10 Standardized Loading Factors Digital Entrepreneurial Intention.....	115
Figure 4.11 Standardized Coefficient Result.....	118
Figure 4.12 t-values Estimation Result.....	118