

ABSTRACT

The development of market needs, wants, and demands continues to change in accordance with the times. A company or business will not last long if it cannot compensate for this. To overcome this, companies or entrepreneurs are required to always have innovation in the business they run. The object of this research is Technopreneur registered in Bandung Techno Park

In previous studies, to produce an entrepreneur's innovation is influenced by several factors, namely self-efficacy, prior knowledge, social networks, and perception about industrial environmental opportunities. This study aims to determine how much influence these factors have on individual-level innovation performance by using the opportunity recognition mediation in Technopreneur registered at Bandung Techno Park.

The data in this study were obtained through distributing questionnaires online to 50 Technopreneur respondents in Bandung Techno Park. The questionnaire consisted of several statements with answers in the form of 5 Likert scales. This research method uses a quantitative approach. Distribution of questionnaires using non-probability sampling techniques and data analysis using Structural Equation Modeling-Partial Least Square (SEM-PLS).

The results showed that self-efficacy, prior knowledge, and social network variables significantly influenced individual-level innovation performance with opportunity recognition mediation, whereas perception about industrial environmental opportunities did not significantly influence individual-level innovation performance with Opportunity Recognition mediation.

Keywords: *Technopreneur, self-efficacy, prior knowledge, social network,] perception about industrial environmental opportunities, individual-level innovation performance.*