

ENTREPRENEURSHIP BEHAVIOR: TRADITIONAL MARKET TRADER IN BANYUWANGI-INDONESIA

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ABSTRACT

This study focused on entrepreneurial behavior as mediation variable or the relationship of entrepreneurship characteristics on market traders in Banyuwangi District. The research uses a mixed method. The study results prove that entrepreneurship characteristics contribute to entrepreneurial behavior which has an effect to improve the performance of traditional market traders in Banyuwangi District. This condition is strengthened by interviews with four traditional market traders informants, that market traders behavior in Banyuwangi with strong entrepreneurship characteristics has stronger motivation to run a business with full commitment, ability, diligence and work hard to realize business success. It has an effect on business success as shown by profits, smooth turnover of merchandise and ability to compete among market traders.

Keywords: Entrepreneurship Characteristics, Entrepreneurial Behaviour, Business Performance.