

ABSTRACT

This research is motivated by problems related to Business Development in the Cipta Puri Market in Batam City. These problems are based on the decline in economic growth by 5.92% in providing accommodation for meals and drinks. Seeing this, motivated researchers conducted research related to entrepreneurial behavior towards business development in Street Vendors, Cipta Puri Market, Batam City.

The purpose of this study was to find out and analyze Entrepreneurship Behavior in the Cipta Puri Street Vendors in Batam, business development towards applied entrepreneurial behavior, the influence of entrepreneurial behavior on the Cipta Puri City Street Street Street Traders partially on developments in Cipta Pasar Street Vendors Puri Kota Batam.

This study uses a quantitative method with a type of causal descriptive research. Sampling was done by saturated sampling technique with 31 respondents. The data analysis technique used is descriptive analysis and simple linear regression analysis.

The results showed that the Entrepreneurship Behavior variable was at 89.7% included in the excellent category and the business development was at 94.8% included in the excellent category. The results of simple regression analysis show that partially entrepreneurial behavior variable positively influences the development of street vendors in Batam Puri Cipta Market. This can be seen from the results of t count (4,172) > t table (1,699) and significance level, 000 < 0.05. The coefficient of determination shows that entrepreneurial behavior variables significantly influence business development by 37.5% and 62.5% influenced by other variables outside of this study.

The conclusions of this study, Entrepreneurship Behavior on Street Vendors in the Cipta Puri of Batam City are already in a very good category, but there are items that need to be improved such as speed in serving customers so as to maximize good entrepreneurial behavior and have an impact on business development.

Keywords: Entrepreneurship Behavior, Business Development, and Traders