

ABSTRACT

Information and communication technology is increasingly changing the human habits in performing various activities in which the authors refer to the activities that are usually done by utilizing the services of internet cafes to play electronic sports. Likewise with the businessmen in the tech world increasingly vying to reap the benefits of the rampant electronic sports games. Not to forget, the businessmen are also competing to establish internet kiosk stalls around the school and campus to serve as the arena of playing online games in line with the increasing number of players, especially among the students and students. Individual characteristics of the businessman who is careful in seeing these opportunities also felt interesting to find out the influence on entrepreneurial behavior. This research is a quantitative research. The research method used is descriptive method - causal. The sampling technique used is nonprobability sampling with saturated sampling type. Data collection was done by distributing questionnaires to 30 respondents who are internet kiosk establishing kiosk in four districts in the area around campus of Telkom University that is Dayeuhkolot Subdistrict, Bojongsoang Subdistrict, Lengkong Subdistrict, and Buahbatu Subdistrict. Data analysis technique used is correlation coefficient analysis pearson product moment. From result of research got result that there is no close relationship of individual characteristic with entrepreneur behavior. This can be seen from t count $< t_{table} (0,989 < 2,04841)$ and its significance level is $0,331 > \alpha = 0,05$. Based on the result of research, it can be concluded that the individual internet entrepreneurs' karakteristik are in good category and entrepreneur behavior of internet cafes in four sub-districts in good category, but there is no significant correlation between individual characteristic and entrepreneur behavior of internet cafes in four sub-districts around Telkom University campus , Bandung.

Keywords: *Entrepreneurial Characteristic, Entrepreneurial Behavior, Entrepreneurship.*