

## ***ABSTRACT***

The purpose of this study was to determine the effect of entrepreneurial behavior on coffee business income at Terasemu Jember Cafe. As well as knowing the significant influence of marketing on the income of business actors.

In entrepreneurship, business actors must have:

1. Strong ability to work with the spirit of independence (especially in the economic field).
2. The ability to solve problems and make decisions systematically, including the courage to take risks.
3. Ability to think and act creatively and innovatively.
4. Ability to work carefully, diligently and productively.
5. Ability to work together based on sound business ethics.

And other benefits that I get are:

- Increase knowledge in the field of economics, especially business development.
- Adding socio-economic studies.
- Used for reference or research considerations, especially when researching the economic field, especially efforts to increase income.

Keywords: Operating Profit, Entrepreneurial Behavior, Market Segmentation.