

ABSTRACT

The Paoman batik industry is one of the SMEs in Indramayu City which are engaged in the processing of batik cloth. Based on the identification of the problems, it can be grouped that the problems faced internal by the Paoman Batik center are related to the problem of labor and human resources in the aspect of regeneration, lack of adaptability in terms of technology utilization and business improvement. Meanwhile, from external factors, the main problems are the pandemic conditions that have an impact on sales, business and market trends, and the use of technology. Basically, to be able to achieve competitive advantage, business actors must be able to adapt to changes that occur. Entrepreneurial Behavior is the behavior of business actors to identify these conditions. This study uses a quantitative descriptive analysis approach. There is a classical assumption test and hypothesis testing in this study. The results found that partially Opportunities Responsiveness (X1) had a positive and significant influence on the Paoman batik industry business, Innovativeness (X2) had a negative and significant effect on Paoman's batik industry business, , Risk taking (X3) had a positive and no effect. significant negative effect on Paoman's batik industry business, Business Diligence (X4) has an insignificant and insignificant effect on Paoman's batik industry business.

Keywords: Entrepreneurial Behavior, Business Sustainability, SMEs.