ABSTRACT

The purpose of this study is to determine the description of innovative behavioral components in entrepreneurial students, as well as explore, discover, and describe the factors that influence the innovative behavior of students who entrepreneurship. This research uses qualitative method with case study approach. Data collection techniques in this study using the method of observation and interview conducted to the subject and significant other and supported by the documentation. The subjects were 2 students, each aged 22 years. Innovative behavior that both subjects have in this study is quite diverse. There are four of the components of innovative behavior to show all the components of innovative behavior, as well as discovering, and describing the factors that influence innovative behavior. The results show the innovative behavior form that both subject and factor of innovative behavior. The factors that influence innovative behavior are the environment, perceptions, emotions, concepts and motivation / goals. As well as innovative behavioral components that affect the behavior of entrepreneurial students is opportunity exploration, generativity, formative investigation, championing, and aplication.

Keywords: innovative behavior, behavior, student