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Sustainable entrepreneurship behavior is influenced by external drivers such as Raka Sulhart, Fandi, Yudianto, Pribadi Adi Mayulita, Puljojo L.L.S. Management Department, Faculty of Economics, Islam University of Sumatera Utara, Medan, Indonesia. Email: [abdullahmuhammadarjandi@gmail.com](mailto:abdullahmuhammadarjandi@gmail.com). Abstract Many researchers agree about the important role of external drivers in sustainable entrepreneurship behavior and this paper has provided a deeper insight into the role of external drivers toward sustainable entrepreneurship behavior.

This study aims to find out the role of external drivers such as government policy, economic incentives, customer, community surrounding, product and service offered, competitors, and also explore the contribution of each external drivers toward sustainable entrepreneurship behavior. The research was conducted in South Sumatera Indonesia using sample as many as 100 SMEs. These sample were taken by purposive sampling technique using 5.