

ABSTRACT

Small and medium enterprises (SMEs) play an important role in the development of the country. Sustainable success of SMEs depends on a number of factors. This study examined the role of the key factors in the business success of SMEs to continue in the world of global competition MEA 2015. This study examines the relationship between sustainable business success on SMEs as decisive. Population and sample of this research is for those whose business continued until 2016 member Association seeks HIPMI PT Telkom University community. The sample size of this study were taking a saturated sample of 60 SMEs surviving business. This study uses a quantitative method by distributing questionnaires and using multiple linear regression. This study concluded that the factors having a significant effect on the sustainability of business success is the ability to entrepreneurs skill. Another influential factor is the financial resources and technological resources.

Keywords: SMEs, sustainability, sustainable business success, quantitative, HIPMI, entrepreneurs skill