

ABSTRACT

Bojongsoang is considered as one of potential region for the growth of SMEs, especially in culinary, but in fact many culinary entrepreneurs in that region fail to maintain and survive their business. There is an indication that the inability of the entrepreneur to achieve success is related with their weak character in running the business. Based on this background, this study aims to find out the description of the entrepreneurs character and the business success of culinary entrepreneurs in Bojongsoang District and to examine the effect of entrepreneurs character on the business success of culinary entrepreneurs in Bojongsoang.

The method used in this research is descriptive quantitative method. The main data source in this study was obtained through questionnaires which is distributed to 148 culinary entrepreneurs in Bojongsoang district, the Researcher also conducted interviews and observations to obtain supporting data.

The research result found that both entrepreneurs' character and business success showed a low score and considered bad. Linear regression test and F test showed that entrepreneur character has positive and significant effect toward business success. Based on these results culinary entrepreneurs are advised to improve their character by following various counseling and training. Furthermore, the government is advised to increase support for UMKM activities by providing capital supports, and provide training, mentoring and counseling for UMKM entrepreneurs intensively.

Keyword: Culinary entrepreneurs, the entrepreneurs character , the business succes

