

## ABSTRACT

*Culinary business in the city of Bandung is in demand by many people. According to (Persatuan Hotel and Restaurant Indonesia) PHRI West Java, culinary business in Bandung has a fairly high survival rate, which is 60%. No wonder the business in this sector is in great demand by many people. This is evidenced by the number of restaurants, bars, cafes, and restaurants are much increased in 2015 from the previous year which amounted to 625 units (2012) to 759 units (2015). To establish a business is certainly not easy task and requires a variety of ways for the business to survive. A business can be said to survive if it still work and operates for 3 - 5 years since the business is established. Due to global economic uncertainty, increased outsourcing / offshoring activities, and advances in information technology, companies must be wary of higher level of risks, especially in SSCM or Sustainable Supply Chain Management in their companies. SCMM (Sustainable Supply Chain Management) is very important, because this strategy can improve the performance of the company and its supply chain in the long term by integrating social, economic and environmental factors.*

*This research aims to analyze the relationship between risk factors and culinary business sustainability in the city of Bandung. In this study the data were obtained from questionnaires distributed to 84 business players who joined to become members of (Persatuan Hotel and Restaurant Indonesia) PHRI West Java, and the results will be analyzed using simple regression. Based on the results of data processing has been done, it is known that the risk factors have a significant influence toward sustainability business or company, which amounted to 39.3%.*