

ABSTRACT

Entrepreneurial characteristics affect the success of a business, where basically every business undertaken do not always have the expected results in accordance with entrepreneurs. The number of entrepreneurs who suffered losses but not least also the entrepreneur who managed to run down the company's decline, like the sentra kaos Suci Bandung.

This research was conducted to find out the influence of the characteristics of entrepreneurial business success (study on the entrepreneurs at sentra kaos Suci Bandung). The entrepreneurs in sentra kaos Suci Bandung be the object of research and the community that has a similar effort, as well as the results of this research are expected to be used as one of the reference and the importance of entrepreneurial characteristics support the success of a business.

Research using a simple linear regression analysis with quantitative methods, where the respondents in this study were 80 respondents with the techniques of probability sampling with type of simple random sampling. The results of the research done indicates that the respondents agreed to the presence of entrepreneurial characteristics influence in the success of the business at sentra kaos Suci Bandung. Based on the results of the calculation of the coefficient of determination R shows that the presence of a very strong relationship between sub variable confident, results-oriented, risk-taking, leadership, originality and oriented to the future success of the business that is against of 49.7%. 50.3% while the rest is explained by other variables not examined in this study, liked variable behavior, such as entrepreneurship, entrepreneurial interest and innovation. While with simultaneous test results note that confident, results-oriented, risk-taking, leadership, originality and oriented to the future, simultaneously (simultaneous) influence on the success of the business.

Keyword: Entrepreneur, Characteristics of Entrepreneurship, Business Success