

ABSTRACT

Bandung district is the region with the second largest number of entrepreneurs in West Java, because Bandung district is one of tourist destination in the area of Bandung so it can be a potential for the people there to become entrepreneurs, as it is done by people in Cukanggenteng Village is by becoming a pindang fish craftsman. However, pindang business there tend to not progress due to several factors.

This study aims to determine the effect of both partially and simultaneously from the factors of economic conditions, education level, and entrepreneurship ability to business performance for pindang entrepreneurs in Cukanggenteng Village Pasir Jambu District Bandung Regency. Knowing the influence of all variables x on business performance and which factors give the most influence to the performance of business entrepreneurs pindang.

This type of research use sampling method that is non probability sampling with saturated sample type for data collection. This research uses quantitative descriptive method and the data analysis method using the multiple regression analysis with hypothesis test using t test and f test.

Based on the result of t test, it is found that economic condition, education level, and entrepreneurship ability have a significant influence to business performance. The result of coefficient of determination value obtained by value equal to 68,90% which each have big influence of Economic Condition equal to 2,17%, Education Level 10,92%, and Entrepreneurship ability equal to 55,81% to business performance.

Based on the results of the study can be concluded that there is a significant influence between Economic Conditions, Education Level, and Entrepreneurship Ability to Business Performance Pindang Entrepreneurs in Cukanggenteng Village either partially or simultaneously. Variable Entrepreneurship Ability has the biggest influence to Business Performance.

Keywords : Economy Condition, Education Level, Entrepreneurial Ability, Business Performance