

ABSTRACT

Bandung has potential in terms of industry, whether the scale of micro, small, medium, and large. The growth of SMEs in Bandung City reached about 7.8 percent. SMEs in the city of Bandung vary, there are offering goods and services. Barbershop is one of the existing SME services in Bandung. During the period 2015-2016, in Bandung and its surroundings a lot of barbershop or haircut popping up with a variety of concepts. More and more barbershop popping up, even practically 5 points 1, which means one small thing that there are 5 barbershop that happens increasingly tight. The barbershop owner believes that entrepreneurial character is one of many factors that can make them achieve the goals set. It is also the background of researchers to conduct research on the influence of entrepreneurial characteristics to business success.

The purpose of this research is to know how the character of barbershop owner in Bandung, to know the success rate of barbershop business in Bandung City, and to know how big influence entrepreneurs character to the success of barbershop business in Bandung.

The research method used is quantitative method. This research is descriptive and causal research. Data collection was done by distributing questionnaires to 100 barbershop owners in Bandung City. Sampling technique using non probability sampling with purposive sampling method, and using likert scale. Data analysis technique using descriptive analysis, simple linear regression analysis, hypothesis testing using T test, correlation analysis, and coefficient of determination.

Based on the results of data processing, entrepreneurial characteristic variables fall into either category with the percentage of 84.1%, business success variables also fall into good category with 82.4% percentage. In addition it was found that entrepreneurial characteristics have a positive and significant impact on business success. The result of hypothesis testing concluded that entrepreneurship characteristic variable significantly influence to business success t arithmetic $(28,114) > t$ table $(1,984)$. Coefficient of determination test obtained 0,943. This shows the characteristics of entrepreneurs affect the success of business by 89% while the remaining 11% is influenced by other variables.

Based on the results of the analysis, there are some things that can be more maximized. The barbershop owner here must improve the ability to manage and control his business, but it should be even more daring to take risks as well as creating new innovations. Do not forget also to continue to renew its business. With the creation of innovation and renewal will certainly create an opportunity that may increase the success of the business undertaken.

Keywords: *Entrepreneurship, Entrepreneurial Characteristics, Business Success, SMEs*