

ABSTRACT

Entrepreneurs have a vital role in promoting the economic development of a country. In the midst of the global economic slowdown, SME sector so that always appear as the savior role and contribution should be intensified. Micro, small, and medium enterprises (SMEs) have a crucial role in the economy of Indonesian society. The Indonesian government also considers it important where the perpetrators UMKM. Usaha Small and Medium Enterprises (SMEs) is still become one of the leading sectors, even so the backbone of the economy of Indonesia. Culinary business in 2016 using a modified car or truck known as the increasingly widespread food is found in several big cities in Indonesia. The business is considered to be beyond the period of peak of its popularity, and its prospects are still fairly bright predictable. Currently the food truck began to bloom in Bandung to increase the attractiveness of the city of Bandung travel. Bandung has a community called Bandung Food Truck Community is a community whose members are the entrepreneur food truck in the city of Bandung. The challenges and obstacles that must be faced that made the success of the business is not easy to achieve. Business success is a definite goal to be achieved entrepreneurs in doing business. In general, the success can be seen from the aspect of autonomy (independence), job satisfaction, and the ability to balance work and family business success can be influenced by many factors, and one of the most fundamental factors that influence the success of the entrepreneur is the entrepreneur's own character.

This study aims to determine how much business characteristics in Bandung Foodtruck Community. and the success rate of business in Bandung Foodtruck Community. as well as determine how much influence the success of a business entrepreneur Characteristics Bandung Foodtruck Community.

The method used is quantitative method. This research is descriptive and causal. Data collected through questionnaires to Bandung foodtruck communities that are still active, namely 30 owners foodtruck. Sampling using probability sampling techniques as well as using a Likert scale. Data were analyzed using descriptive analysis, linear regression analysis, hypothesis testing using T, and the coefficient of determination.

Based on the results of data processing, it was found that the characteristics significantly influence the success Entrepreneurial bussiness.on hypothesis testing results can be concluded that the entrepreneurial characteristics variables significantly influence the success usaha.Koefisien determination obtained 36.6%. This suggests that the effect Entrepreneurial Characteristics of 36.6% to the success of business, while the remaining 63.4% of Business Success is influenced by other variables

Based on the results of the research, Entrepreneurial characteristics that are in both categories of the calculation table that showed the value of 85.5%. This indicates that the duo foodtruck community has a good entrepreneurial character.

Keywords: Characteristics of Entrepreneur, Business Success