

ABSTRACT

In the midst of the proliferation of competitors in Bandung, Donby which is one of the SME that originated from Cibaduyut, is the perfect example among the SMEs that is successful. So, the purpose of this study was to find out the characteristics of entrepreneurial spirit in the success of Donby in Bandung.

This study uses a quantitative method with descriptive research types. Sampling is done by Non-probability sampling with the number of 20 respondents. Technique of factor analysis is use to analyze each of the factors characteristic of entrepreneurial in the success of Donby business in Bandung.

Based on factor analysis techniques with 14 factors, the results of this study produced four new factors, that is Self Efficacy of 349%, Self Control of 176%, Integrity of 119%, motivation of 94,5%. From the results of the analysis, it can be concluded that the most dominant factor is Self Efficacy factor which consists of variable self-confidence, serious in doing business, and responsibylity.

Keywords: Factor Analysis, SME (Small-Medium Enterprise), Characteristic Entrepreneurship