

ABSTRACT

C59 Clothing Business is able to survive from the beginning up to the present. For decades C59 is demanded to provide the best quality in the production of clothing for customers. C59 needs to make improvements to increase sales so as to increase turnover and employee welfare. This study aims to determine the level of C59 business success seen from the aspects of Network, Brand, Promotion, CSR, Entrepreneurial Characteristics, Business Location, and Managerial Capabilities.

In this study, the author combines three theories so that seven factors are chosen to determine business success. Of the seven factors that have been selected will be tested using factor identification to produce the most dominant factor.

The object of this study is C59 employees who have a service life of more than three years. Data collection was obtained through distributing questionnaires to 85 respondents. The sampling technique uses the Slovin formula. This data analysis uses Confirmatory Factor Analysis.

The results of the study stated that the total score for the business success factor was 4565 or 76.7%. Thus the success factor of the business is in the high category.

CSR factors are more influential on business success, therefore it is recommended to C59 companies to be able to meet customer needs and provide products with good eligibility standards.

Keywords: *Entrepreneurship, Business success, C59*