

ABSTRACT

The number of MSMEs assisted by Department Cooperatives and MSMEs in Bandung continues to increase but some of business owners have problems due to lack of knowledge and competence in business as well as attitudes in running a business in certain business environment.

The purpose of this research was to determine the effect of entrepreneurial competence on business success, how much entrepreneurial competencies affecting business success and the moderating effect of the MSMEs assted by Department Cooperatives and MSMEs in Bandung business environment on the relationship between entrepreneurial competency and business success in MSMEs assisted by Department Cooperatives and MSMEs in Bandung.

The method used in this research is a quantitative method, with a type of causal research. The data was collected using a questionnaire. 82 people are choosen from a total population of 441 people with the simple random sampling method and using Slovin formula for the calculation. Analysis technique which are being used in this research are descriptive analysis and Structural Equation Modeling with Partlial Least Sqare (SEM-PLS) alternative.

The results of data processing show that entrepreneurial competencies have a significant effect on business success. Business environment does not have a significant moderating effect on the relationship between entrepreneurial competency and business success in MSMEs guided by Department Cooperatives and MSMEs in Bandung

Based on the results of the research, Department Cooperatives and MSMEs in Bandung should be able to provide knowledge and understanding of the competencies that an entrepreneur must have, especially in identifying and utilizing opportunities.

Keywords: Entrepreneurial Competency, MSME, Business Success, Business Environment