

ABSTRACT

In recent years, the culinary business has shown significant development. It is influenced by several factors, such as people's lifestyle, people's purchasing power, and the increasing lifestyle of the community. Therefore, the culinary business in the form of cafes is one of the promising business prospects, especially in urban areas.

The method used in this study is a quantitative method with a method of konfirmatori factor analysis that can be used to confirm whether the measurement model is built according to the hypothesized.

Based on the results of organizational culture research through entrepreneurial orientation survey (Eos) approach in Warunk Upnormal Central Bandung can be drawn the following conclusions: The main factors are 1 factor I always plan the planning process for the future, with a cumulative value of 66.69%.

Keywords: Organizational Cultural Analysis, Warunk Upnromal, Entrepreneurial Orientation Survey(EOS).