

ABSTRACT

Industrial growth and entrepreneurship in food and beverages in Indonesia are starting to become a mainstay as a support for national economic growth and manufacturing. In West Java, based on data from the West Java Cooperative and MSME Service, until 2017 there were 129,191 new entrepreneurs. West Java, should be proud because every year the number of Micro, Small and Medium Enterprises (UMKM) actors continues to grow with an increasing number Entrepreneurship is a mental attitude and spirit that is always active, creative, empowered, creative, initiative, and modest in trying to increase income from activities his business or his work.

The method used in this research is quantitative method with descriptive analysis method used to analyze data by describing or describing the collected data as it is without the intention of making conclusions that apply to general and generalizations. In this study, to provide an overview in measuring Entrepreneur Characteristics of the Success of Culinary Businesses in Bandung (Case Study: Bebeke Om Aris Culinary Business in Bandung), determined by determining the research variables which are explained into dimensions, then described in elements which are further developed by the researcher into indicators of each variable.

Based on the results of research on Entrepreneurial Characteristics of the Success of Culinary Businesses in Bandung (Case Study: Bebeke Om Aris Culinary Business in Bandung), the following conclusions are obtained: Entrepreneurial characteristics (entrepreneurship) in the owner / employee of the Bebeke Om Aris culinary business in Bandung are in the category quite good, amounting to 67.3%. The business success of the owner / employee in the culinary business of Bebeke Om Aris in Bandung is in the high category with a score of 72.7%. Entrepreneurial characteristics (entrepreneurship) have an effect on the success of Bebeke Om Aris's business in Bandung, this is based on the results of hypothesis testing with the t test, the results obtained are $t_{count} > t_{table}$ ($7,343 > 2,069$) and significance ($0.000 < 0.05$), so H_0 is rejected and H_a is accepted.

Keywords: Entrepreneurship, Entrepreneur Characteristics, UMKM