

ABSTRACT

At the height of competition between Caffe in Majalengka City, Denny, who is one of the Coffee Caffe Businessmen in Majalengka, is an example of a successful businessman. So, the purpose of this research is to find out the characteristic factors of entrepreneurial spirit in successfully managing Caffe Double D.

This research uses quantitative methods with descriptive research type. Sampling was done by Nonprobability sampling with 25 respondents. Factor analysis techniques are used to analyze each of the factors characteristic of the entrepreneurial spirit in successfully managing Caffe Double D.

Based on the factor analysis technique using 16 factors, the results of this study are the formation of three new factors, namely leadership, Peristative and Future Orientation. From the results of the analysis, it can be concluded that the most dominant factor is the Leadership factor which consists of timely variables, keeping promises, has strong self-confidence, and has a strong will.

Keywords: Factor Analysis, Caffe Double D, Entrepreneurial Soul.

