

ABSTRACT

The growth of industry and entrepreneurship in food and beverages in Indonesia began to be the mainstay as a support for national economic growth and manufacturing. In West Java based on data from the Department of Cooperatives and SMES West Java until 2017 noted 129,191 new entrepreneurship. West Java, should be proud because every year the number of actors micro, small and medium enterprises (MSMES) continue to grow with an increasing number of entrepreneurship is a mental attitude and a spirit that is always active, creative, empowered, copyrighted, Berkarsa, and understated in trying to increase the income of its business activities or its work

The method used in this research is a quantitative method with the method of analysis of the confirmatory factor that can be used to confirm whether the measuring model is constructed according to which is hypothesized. In this research to give an overview in measuring the characteristic factors of Kewirausahaan in the success of the business stall Pujasera Sukabirus Bandung District, determined by setting the research variables that are voiced into the dimension, then spelled out in the next element by the researcher developed into the indicator of each variable

Based on the research on the analysis of the characteristic factors of entrepreneurial spirit in the success of the outlets Pujasera Sukabirus Bandung Regency, then the conclusion is obtained as follows: The respondents response to the characteristics of entrepreneurial souls in the success of the outlets Pujasera Sukabirus Bandung District is in good category. Analysis results showed that the factors characteristic of entrepreneurship in the success of the business Pujasera Sukabyrus Bandung Regency is in 1 component factor consisting of commitment, confident, independent and responsible, innovation and confident at 69.34%.

Keyword: Entrepreneurship, Characteristics of Entrepreneurship