

ABSTRACT

The culinary industry in Indonesia continues to grow rapidly, supported by increasing public interest in entrepreneurship in the micro, small and medium enterprise (MSME) sector. However, high competition requires business actors to have strong entrepreneurial characteristics in order to survive and thrive. Trio Restaurant in Bogor City is one example of a culinary business that has managed to survive despite facing competitive challenges. This success shows that there are certain factors that support the success of entrepreneurs in managing their business.

This research aims to identify entrepreneurial characteristics that contribute to the success of Trio Restaurant. By understanding these factors, it is hoped that this research can provide insight for MSME entrepreneurs in improving their competitiveness and business sustainability.

To achieve these objectives, this research uses a qualitative approach with a case study method. Data was collected through in-depth interviews with Trio J Restaurant owners, employees, and related parties. In addition, direct observation was also carried out to understand the management patterns and business strategies applied in restaurant operations.

The results showed that the success of Trio Restaurant is supported by several key characteristics of entrepreneurs, such as innovation in business strategy, risk-taking courage, strong leadership, and effective managerial skills. In addition, discipline, honesty, and commitment in providing services to customers are also important factors in maintaining business sustainability. Adaptation to market changes and utilization of technology in marketing also help this restaurant remain competitive.

This research contributes to the development of entrepreneurship science, especially in understanding the factors that support the success of MSMEs in the culinary sector. The results of this study can be a reference for business people in designing more effective business strategies. In addition, the advice for MSME entrepreneurs is to continue to develop innovation, build good business management, and improve leadership skills in order to compete in the increasingly competitive culinary industry.

Keywords: Entrepreneurship, MSMEs, Entrepreneurial Characteristics, Business Success, Padang Restaurant