

ABSTRACT

This study is motivated by the problem of internal family relationship factors in business and individual attitudes in achieving readiness as a successor to a family business in Micro, Small, and Medium Enterprises (MSMEs) in the food sector in Bandung. This study uses a quantitative method with a descriptive relationship approach. The sample in this study was determined using the Slovin formula, with a total of 97 respondents. The data analysis technique used is the Structural Equation Model - Partial Least Square (SEM-PLS). The results of the study show that family relationships (X1) and attitudes (X2) have a significant influence on Successor Readiness (Y), with p-values <0.05. Conclusion Positive family relationships and supportive attitudes can create a strong foundation for successor readiness in family businesses. Conversely, bad relationships or unsupportive attitudes can cause tension, confusion, and uncertainty, which can hinder successor readiness and threaten business continuity. Therefore, it is important for the family to maintain harmony, build a professional attitude, and create a supportive atmosphere for successors so that they are ready to take over leadership and continue the business successfully.

Keywords : Family Business, Family relationship, attitude