

ABSTRACT

This study is conducted to learn the effect of entrepreneurship spirit characters to the success of Distro in Bandung. The study is applied to distros that is registered as KICK member. The sampling technique that is used in this study is saturated sampling because the sample population is less than 100, then the number of samples is taken as a whole. The results of study conducted shows that respondents approve the existence of entrepreneurship characters in running distro in Bandung. Respondents in this study also approve to business success in the distro that they managed located in Bandung city. Based on the calculation results of determination coefficient, shows that the R explain the existence of very strong relationship between the variables of confidence, task and results oriented, the courage to take risks, leadership, originality, and future oriented to business success is equal to 94.1%, while the remaining 5, 9% is influenced by other factors that is not studied by author. Meanwhile the results of simultaneous test shows that confidence, task and results oriented, the courage to take risks, leadership, originality, and future oriented, simultaneously impact the success of the business. The results of data processing with the t-test shows that partially, variable of task and results oriented and the courage to take the risk, impact significantly on business success, while variable of confidence, leadership and originality impact insignificantly. While future oriented variable has no effect on the success of the business.

Keywords: Entrepreneurship, Entrepreneurship Spirit, Business Success