

ABSTRACT

Micro, Small and Medium Enterprises (MSME) is one of business sectors playing important role in Indonesian economic growth. "Suci" T-shirt industrial center is one of the leading industrial centers in the city of Bandung. Based on data in 2015, this industrial center noted a 20% decrease in revenue from 60 billion rupiahs in 2014 to 50 billion rupiahs in 2015. This study aimed at determining main business constraints experienced by the perpetrators of MSME in "Suci" T-shirt industrial center. Subsequently, independent variables determined for this research were capital, technology, marketing and human resources, while dependent variables were business constraints. The type of research used was causal-typed with quantitative method. Sample taken using cluster random sampling was 80 respondents. These respondents were perpetrators of MSME in the industrial center of "Suci" T-shirt in the district of Cibeunying Kidul, the City of Bandung. An item would be considered as valid when it has positive r-count and r-count \geq r-table. Reability-test was done using Cronbach's Alpha of > 0.60 . The results showed that the most influential variable was marketing (regression coefficient = 0.344), while the least influential variable was human resources (regression coefficient = 0.024). It can be concluded that the main barrier is human resources. The coefficient of determination (R^2) of 0.736 showed that variables of capital, technology, marketing and human resources give a contribution of 73.6% to constraints against MSME in the industrial center of "Suci" T-shirt in the district of Cibeunying Kidul, the City of Bandung, while the remaining number (26.4%) was influenced by other variables not observed in this research.

Keywords: *Entrepreneurship, Smart City, Business Constraints, Capital, Technology, Marketing, Human Resources, Central Industry of "Suci" T-shirt*