

## **ABSTRACT**

*The fact that the number of Micro, Small and Medium Enterprises (MSMEs) in Indonesia is always increasing is not accompanied by the quality of its business. Global Entrepreneurship Monitor (GEM) (2017) states that successful entrepreneurs in Indonesia are still fluctuating. In 2013 the Established Business Ownership index of 21.20 experienced a fluctuating decline until 2017 of 10.38. Then the criteria for a successful business based on GEM is someone who has owned and managed a business for more than 42 months (3.5 years) who has paid salaries, wages, or other payments. However, the criteria for success cannot be made into a general standard, due to the fact that the success standards for each business vary. According to Catharina (2017) men in Indonesia feel they have opportunities and entrepreneurial abilities that are higher than those felt by women. However, the number of women who start businesses is greater than men, and this shows the importance of ecosystem support for women entrepreneurs. Researchers took the object of research in Lengkong Village, Bandung Regency. A village located in the campus of Telkom University.*

*The purpose of this study is to investigate how big is the difference in success between male and female entrepreneurs in the culinary field in Lengkong Village, Bandung Regency. From the Business Certificate taken from the Lengkong Village government. There are 31 culinary entrepreneurs with 18 male entrepreneurs and 13 female entrepreneurs.*

*The results of this study from the T test of entrepreneurial characteristics obtained t value of 2.751 and a significance value of 0.010. Because the sig value  $<0.05$ , the test results are there are differences in entrepreneurial scores of men and women entrepreneurs. The results of this study from the T test of entrepreneurial success obtained t value of 2.807 and a significance value of 0.009. Due to the sig value  $<0.05$  then  $H_0$  is rejected and  $H_a$  is accepted. Thus the results of the conclusion of the test is that there are differences in the success of men and women entrepreneurs.*

*From the results of data management of 31 MSME respondents in Lengkong Village, Bandung Regency the conclusions that can be drawn are: The success rate of male entrepreneurs in Lengkong Village, Bandung Regency is 1401 with an average of 77.83, and the success rate of women entrepreneurs in Lengkong Village, Regency Bandung at 907 with an average of 71.31. Obtained T value of 2.807 and a significance value of 0.009. Due to the sig value  $<0.05$  then  $H_0$  is rejected and  $H_a$  is accepted. Thus the results of the conclusion of the test is that there are differences in the success of men and women entrepreneurs. This means that there are differences in the success rates of men and women in Lengkong Village, Bandung Regency.*

*The different characteristics of entrepreneurship and the difference in success of men and women entrepreneurs, gives us input that the roles of various parties such as government, professionals, universities, and surrounding communities are needed in order to be able to provide guidance and guidance to men and women entrepreneurs. This result is expected to provide input for stakeholders in empowering entrepreneurship, that is, by increasing the ability or skills of entrepreneurial men and*

women. To male entrepreneurs: Studying and improving communication skills, leadership, psychology, financial records, and creativity. And for Women Entrepreneurs: Study and improve vision-mission capabilities, work goals, strategy and planning, communication, information analysis, leadership, psychology, decision making, financial recording, and creativity.

*Keywords: Entrepreneurship, Entrepreneurial, Gender Differences, Success.*