

ABSTRACT

Cibaduyut Sentra Sepatu which is located on the cibaduyut road in the city of Bnadung is Sentra Sepatu and makes this Sentra Sepatu a potential type of industry in the city of Bandung. For MSMEs in improving the quality of MSMEs in Cibaduyut Shoes Center.

The purpose of the study is descriptive research that is used to describe or analyze whether there is a relationship between Managerial Ability in Business Performance in Cibaduyut Shoes Center in Bandung City. The data used are primary data and also secondary data collected through observations, questionnaire interviews (questionnaires), and literature in explaining the results of research, data analysis techniques used are descriptive analysis and IBM SPSS Statistics.

The method used in this study is a descriptive research method carried out by researchers. The researcher collected data by distributing questionnaires directly to the manager of the Cibaduyut Sentra Sepatu store. In terms of testing the validity of the data the author uses an offline questionnaire distribution which is addressed to the manager of the Cibaduyut Sentra Sepatu store.

The results of this study are managerial ability (X) influencing business performance (Y) of entrepreneurs in Cibaduyut Shoes Center, with a percentage of 25.3%. And based on hypothesis testing (T) This shows that Managerial Ability influences Business Performance. Which means that Managerial Ability performed by a manager will affect the Performance of the Business. What was done by researchers found that the managerial ability factor had an effect on business performance in Cibaduyut Sentra Sepatu by 25.3%, which meant that the ability factor had an effect on business performance.

Keywords: Managerial Ability, Business Performance