

ABSTRACT

Every entrepreneur has the purpose of achieving their own goal by getting a profit from their business. Campus canteen is one of the campus facilities needed to satisfy students' food and drink needs because it is located near the campus area and it offers an affordable price. Apart from that, the food and beverages sold must be hygiene and healthy, because they directly affect students' health. Referring to the previous explanation, the author aims to study the turnover obtained from the profit of Telkom University's Campus Canteen.

The method used in this study is a quantitative method with confirmatory factor analysis method that can be used to confirm whether the measurement model developed is matched with what is hypothesized.

According to the research result on entrepreneurial characteristic factors that influence the success of the canteen business at Telkom University Bandung, there are six factors which become the attributes that influence the success of the Telkom University Canteen business, that is responsible factors 33.95% from observations result of business owner answered yes and believe in their own abilities 8.55% of business owner answered no. In this case, responsible has similarities with the initial observation, which is the respondent answers "yes" on each question.

Keywords: Factor Analysis, Campus Canteen, Entrepreneurial Characteristics