

ABSTRACT

Knowing the cause of the failure of a business is very useful as a lesson material that can help Bandung Techno Park management to determine the options and ways to take care the startup by right. The success of a business depends on ideas and opportunities. Businesses must be able to create new ideas in order to provide value to consumers. This study aims to determine how much the factors that influence the success of a technopreneur, the object of this research is technopreneur in Bandung Techno Park. Grand Theory in this research is entrepreneurship, middle range theory is technopreneur and applied theory is successful technopreneur. This study examines entrepreneurial behavior (X₁), skill (X₂), educational background (X₃), and service quality (X₄) or simultaneously influences the successful business (Y).

The method of research in this minithesis using quantitative method, with causal research type, where data collection method by distributing questionnaires to technopreneur in Bandung Techno Park which the number of respondents are 107 people. The data analysis technique used multiple regression analysis.

The result of this research shows that the factors influence business success are entrepreneurship behavior (X₁) that is equal to 0,262 or 26,2%, skill (X₂) that is equal to 0,217 or 21,7%, and service quality (X₄) equal to 0,483 or 48,3%, while the educational background variable (X₃) has no effect on business success as well as valued at -0,045 or -4,5%. The total influence of the independent variables studied that is equal to 0,772 or 77,2% and the rest (100% - 77,2%) = 22,8% influenced by other factors or variables which not examined.

Keywords: Technopreneur, Successful Factors, Successful Business, Bandung Techno Park.