

ABSTRACT

Growth and development potential of creative industries that developed in Indonesia is inseparable from the contribution of government and entrepreneurs who develop small and micro business (MSMEs) in the field of creative industries. Warehouse 22 is a shared working space or currently known as co-working space in Bandung. In this co-working space, there are some Creative MSMEs who are creative business actors. As an entrepreneur, needs to have optimal emotional intelligence, because than an entrepreneur can have a deeper chance to reach the peak of success. This study aims to determine the effect of emotional intelligence on entrepreneurship performance on Creative MSMEs in Warehouse 22 Bandung.

The research method used is quantitative method with descriptive and causal research. The sampling technique used in this research is non-probability sampling that is all the Creative MSMEs in Warehouse 22 Bandung which amounted to 24 Creative MSMEs. Data analysis technique that used in this research is simple regression analysis and descriptive analysis.

The results showed that emotional intelligence variables have an influence on entrepreneurial performance with the level of influence of 53.2% and the remaining 46.8% influenced by other variables that are not examined.

Keywords: Emotional Intelligence, Entrepreneurship Performance, Creative MSMEs