

ABSTRACT

Balai Rehabilitasi Sosial Penyandang Disabilitas Sensorik Netra (BRSPDSN) is a rehabilitation and social protection center for people with disabilities - in this case blind people- under the auspices of the Director General of Social Rehabilitation of the Indonesian Ministry of Social Affairs. In this institution there are some clients who want to become entrepreneurs but it is very difficult for them to compete with normal people, due to our clients have not had entrepreneurial quality to build a business and motivation for entrepreneurship yet.

The purpose of this study is to determine the impact of entrepreneurial characteristics on entrepreneurship motivation of the BRSPDSN Wyata Guna Bandung clients. This study uses causality method by quantitative approach and analyzed by multiple linear regression. The sampling technique in this study is non-probability-quota sampling with 100 clients as our respondents with minimum age (17 years and above). The software for data processing is using SPSS software. The results out that only self-esteem and result orientation influences entrepreneurship motivation partially, while simultaneously all independent variables influence entrepreneurship motivation. This research suggest improving of client's self-esteem through increasing meeting intensity in order to checking business plan result previously and future visions.