

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) are an important part of a country's or regional economy. Empowerment of MSMEs needs to be carried out thoroughly, optimally, and continuously through the development of a conducive climate, providing business opportunities, support, protection, and business development to the fullest, so as to be able to increase the position, role and potential of MSMEs in realizing economic growth, equity and improvement people's income, job creation, and poverty alleviation.

Vehicle rental is a business that is engaged in transportation, which aims to answer the need for vehicles. The large number of people who come to the city of Bandung both workers and students or just a vacation, is a fortune for vehicle rental businesses. Along with the development of the MSME business in the city of Bandung, many people are attracted to the vehicle rental business which has caused many new vehicle rental entrepreneurs to emerge.

The purpose of this study is to determine the success of a vehicle rental service business based on indicators of business success, namely profit growth, growth in number of customers, growth in number of sales, growth in total assets, time performance, quality performance, and client satisfaction. In addition, this study also aims to be a material consideration for business operators in vehicle rental services about the state of their business to be even better in the future.

The research method used is qualitative. This study uses a semi-structured interview technique to obtain data. This interview was conducted on 3 speakers from vehicle rental service business operators within Telkom University. This study uses a purposive sampling technique, because not all samples have criteria that fit the proposed phenomenon.

Based on the results of the test and data analysis, it was concluded that the business operators of vehicle rental services within Telkom University can be said to be successful in running their businesses. The results of this study are expected to be used as an evaluation of the business processes carried out by business actors.

***Keywords:** Indicators of business success, MSMEs, vehicle rental business, qualitative.*