

ABSTRACT

Competition within small business is very tight in Indonesia with business failure up to 25% of 48,93 million business units including culinary. Micro sector is chosen by considering its management, difficult in getting financial support from banking, and small loss has big impact on business so that it was needed strong entrepreneurs characteristics from the owner. And the culinary sector was chosen because it is one of the primary needs that are always needed by the society.

The good one of business man characteristics are having a personal target, high confidence level, proactive, independent or be autonomous, have a responsibility, and risk taker. All of those components are determinant on business success. Success or failed in business we can know from sales growth, gross profit, capital growth, and work expansion.

This research is aim to know the influence of entrepreneur characteristics on small's business success sector micro culinary in Bandung. The data conducted by distributing questionnaire to 337 of respondents as the owner of micro business and then analyzed by applying multiple linear regression.

This result out of this research by applying simple linear regression is only achievement need, self esteem, independent and responsible and experience influence small's business success, however initiative and risk taker don't influence small's business success. Entrepreneur characteristics in overall influence small's business success as 78,9% and self esteem gives the highest contribution as 32,81%.

Through this research there are suggestions such as government to provide online website-based training about risk that can be accessed anytime and also the role of government to provide loans for micro culinary business with low interest rate and also funding by held a competitions such as business plan, etc followed by micro sector culinary entrepreneurs.

Keywords: entrepreneur characteristic, micro sub sector, and small's business success.