

ABSTRACT

The lack of entrepreneurship education, marketing development, and network expansion can be obstacle factors in getting business success. Meanwhile, the role of Micro, Small and Medium Enterprises (MSMEs) in Indonesia is very important to be able to contribute to increasing the Gross Domestic Product (GDP).

The purpose of this research to see how the effect of entrepreneurship education, marketing development, network expansion on culinary Micro, Small and Medium Enterprises (MSMEs) in Bojongsoang Village, Bandung District.

This research uses quantitative methods using an online questionnaire instrument. Through the research survey method to 61 respondents as a sample of culinary Micro, Small and Medium Enterprises (MSMEs), Bojongsoang Village, Bandung District.

This study produces data that simultaneously entrepreneurship education, marketing development, and network expansion have a significant effect on business confidence. However, partially entrepreneurship education has no significant effect on business. Meanwhile, marketing development and network expansion partially affect on business success.

The research results are expected to serve as an evaluation for the government and formal and informal institutions that have the responsibility for developing Micro, Small and Medium Enterprises (MSMEs). In addition, this research can be used as an evaluation for Micro, Small and Medium Enterprises (MSMEs) actors to be able to do education, marketing, and networks in carrying out their business and this research can be used as an evaluation for further research in order to increase the good impact on anyone.

Keywords: business success, entrepreneurship education, marketing development, network expansion, MSMEs