

ABSTRACT

Entrepreneurial characteristics affect the success of entrepreneurship, where entrepreneurial characteristics develop because it makes business a priority in helping the family's economic condition. Characteristics can also be formed through the process of education and experience, not only that factors of economic circumstances make characteristics develop as the business progresses. This can be seen from the entrepreneurs in IWAPI Bandung.

The research aims to determine the influence of entrepreneurial characteristics on entrepreneurial success (IWAPI Study of Bandung City). By taking the object of iwapi entrepreneurial research in Bandung, the results of this study are expected to be a reference and parameter of entrepreneurial success and explore the importance of entrepreneurial characteristics and support entrepreneurial success.

This study uses a simple linear regression analysis using quantitative methods, there are 50 respondents in this study using purposive sampling techniques. The results of the study showed that respondents agreed that there is an influence of entrepreneurial characteristics on the success of entrepreneurship in IWAPI Bandung. The results of calculations based on the coefficient of determination showed that R explained the existence of a very strong relationship between confident sub-variables, results-oriented, risk-taking, leadership, orisinilan and forward-oriented to business success of 63.1% and the remaining 36.9% of research not studied in this study. While the results of simultaneous tests are known that confident, results-oriented, risk-taking, leadership, orisinilan and forward-oriented, collectively (simultaneously) affect entrepreneurial success.

Keywords: Characteristics of Entrepreneurship, Entrepreneurial Success, IWAPI