

ABSTRACT

This study was conducted to determine the effect of entrepreneurial characteristics in the Islamic perspective and social networks on the success of Muslim entrepreneurs. The purpose of this research is to find out and analyze how the characteristics of entrepreneurship in the Islamic perspective on the MM community partners, how the social networks owned by the MM community partners, and how the success of Muslim entrepreneurs in the MM community partners, how big the influence of entrepreneurial characteristics in the Islamic perspective and social networks. partially and simultaneously on the success of Muslim entrepreneurs in MM community partners.

This research uses a quantitative method with a descriptive research type. Sampling was carried out using a non-probability sampling method with purposive sampling, using the Slovin formula to obtain a sample of 113 respondents. The data analysis technique used is descriptive analysis and multiple linear regression analysis.

The results of the research based on descriptive analysis show that the respondents have entrepreneurial characteristics in the Islamic perspective, social networks, and the success of Muslim entrepreneurs in the Very Good category. While the results of the hypothesis test show that the entrepreneurial characteristics in Islamic perspective have a partial and significant effect on the success of Muslim entrepreneurs, social networks have a partial and significant effect on the success of Muslim entrepreneurs. Entrepreneurial characteristics in Islamic perspective and social networks together (simultaneously) have a significant effect on the success of Muslim entrepreneurs.

Keywords: *Entrepreneurial characteristics in Islamic perspective, social network, Muslim entrepreneur success, MM . Community.*