ABSTRACT

THE INFLUENCE OF ENTREPRENEUR CHARACTERISTICS TOWARDS SUCCESS LEVEL
(A Study on Keripik Industry Center at PU Way Halim Bandar Lampung)

By

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The research is aimed to analyze the influence of succeed motivation variable, future orientation, leadership, business networking and facing the changes towards the succeed level of business person which run their business at PU Way Halim Bandar Lampung. The research use 36 keripik entrepreneur as the sample. Multiple regression technique is used in analyzing the data and SPSS 20 as the tools. The hypothesis is tested using R, F test and t test.

The result of the research indicates succeed motivation, future orientation, leadership business networking influence the success level significantly. Partially succeed motivation and business networking influence success level significantly, leadership variable influence the succeed level insignificantly. Future orientation and facing the changes has no influence on succeed level and they are also insignificant on succeed level.

Key word: Succeed motivation, future orientation, leadership, business networking, facing the changes, business success.