

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, bussiness networking and facing the changes towards the succed level of bussiness person which run their bissness 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 succed motivation, future orientation, leadership bussiness networking influence the succed level significantly. Partially succed motivation and bussiness networking influence succed level significantly, leadership variable influence the succed level insignificantly. Future orientation and facing the changes has no influence on succed level and they are also insignificant on succed level.

Key word: Succed motivation, future orientation, leadership, bussiness networking, facing the changes, bussiness success.