

ABSTRACT

ANALISIS FAKTOR PERILAKU INOVATIF, KETRAMPILAN KOMUNIKASI DAN KERJA TIM TERHADAP KESUKSESAN BERWIRAUSAHA DI BANDAR LAMPUNG

By

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This study aims to analyze the influence innovative behavior, communication skills and teamwork to the success of entrepreneurship in Bandar Lampung. The population is a successful entrepreneur in the entire Dublin with samples taken 40 people. The sampling technique used in this study using a type of non -probability sampling is purposive sampling method. Analysis using SPSS 16.0 software after testing the factor analysis resulted in 6 main factors that influence the success of entrepreneurship is innovative behavior, communication skills, teamwork, visionary, entrepreneurial ability and performance. The results and conclusions of this study indicate, from 7 hypothesis, there are two hypotheses partially rejected that communication and teamwork skills that influence is not significant and the hypothesis is accepted that five innovative behavior, visionary, entrepreneurial ability and performance significantly influence entrepreneurial success in Bandar Lampung. Simultaneously, these factors significantly influence entrepreneurial success in Bandar Lampung.

Keywords: influence innovative behavior, communication skills, teamwork and success of entrepreneurship