

ABSTRACT

THE RELATIONS BETWEEN ENTREPRENEURS CHARACTERISTICS WITH BUSINESS SUCCESS OF KEMPLANG SMALL INDUSTRY (Case in Kemplang Small Industries, Sekip Rahayu Village, Bandar Lampung City)

by

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This study aims to determine : the characteristics of *kemplang's* entrepreneurs in Sekip Rahayu Village, the success of a business *kemplang's* entrepreneur, and the relations between entrepreneurs characteristics with business success of *kemplang* small industry in Sekip Rahayu Village, Bandar Lampung City. The research was conducted in the Sekip Rahayu Village, District Bumi Waras, Bandar Lampung city. The research method used is census. The respondents research are the whole entrepreneurs kemplang in Sekip Rahayu Village which are 30 entrepreneurs. Data were analyzed with descriptive analysis and categorization mode, as well as verification analysis using Spearman rank correlation. The results showed that the *kemplang's* entrepreneur in Sekip Rahayu Village generally have the confidence attitude, task and result oriented, taking risks bravery, future oriented, and hard-working. The success level of *kemplang's* entrepreneur in Kampung Sekip Rahayu commonly were still in the moderate category. The entrepreneurs characteristics such as confidence, task and result oriented, future oriented, and hard-working have a significant relationship with business success, while taking risk bravery does not have a significant relationship.

Keywords: business success, entrepreneur, entrepreneur characteristics.