## *ABSTRACT*

**Pratiwi Sulistiawati Utami, 21208088 (2012), *"Influence the Entrepreneurial Spirit and Innovation Process on the Competitiveness of Sentra Industri Rajutan Binong Jati Bandung". (Under the guidance of Trustorini Handayani, S.E., M.Si***

*The purpose of this study is to find out and analyze the influence of Entrepreneurial spirit and Innovation Process at the Binong Jati Industrial Competitiveness Knitted Center in Bandung. The result of the study shows that the competitiveness in this company is still on low level. It is understandable considering that the owner is so uneasy in taking any risk, the raw material and machines for this industry is very expensive, and there is no participation from the government. The hypothesis from this study is that there are some significant influence between Entrepreneurial spirit (desire/fighting spirit, discipline, hard working, and the courage to take risks) to the Innovation variable (business scale, the availability of credit and human resources) which is capable in enhancing the competitiveness in that company.*

*The methods in this study are descriptive analysis, verification analysis and multiple linear regressions. The result of the study shows that there are some significant connection between Entrepreneurial spirit and the innovation of competitiveness at the Binong Jati Industrial Competitiveness Knitted Center in Bandung.*

*The F test result indicates that Entrepreneurial spirit (desire/fighting spirit, discipline, hard working, and the courage to take risks), and innovation (business scale, the availability of credit and human resources, entrepreneur profile and situational factor) have positive influences but not significant. It means 65.1% of competitiveness changes is influenced (explained) by the Entrepreneurial spirit and innovation process. In the other hand, 34.9% is influenced by another factor outside the variables examined in this study. While the T test result indicates that there are significant influences of the Entrepreneurial spirit to the competitiveness (when there is no change in innovation process) at amount of 29.6%*



*Keyword: Entrepreneurial spirit, innovation, competitiveness*