ABSTRACT

Dina Ochtaviana, 21208052 (2012)," The influence of entrepreneurial characteristics and motivations of business success At Centre Rag Doll At Sukamulya Bandung". Guidance Rizki Zulfikar, SE., M.Si Fakultas Ekonomi Manajemen Universitas Komputer Indonesia.

The aim from this research is to exame if there is a speciality influence from entrepreneurial characteristic and motivations of business success at centre rag doll at Sukamulya Bandung.

The population that have been chosen in this research in 13 employer of fablic doll to centre rag doll at Sukamulya Bandung in cluding the sample, because it used a sampling method or usually called sensus. The data collection using kuetioner within answer 1 scale (which is not good) to 5 scale (very good).

The result of data analysis show that the research model has a good matched and all the hypothesis of the research can be approve. The conclusion is entrepreneurial characteristics and motivations has a positive and significant influence in success of the business for a speciality.

According to the result it can take some conlusion that between the two factor that influence the speciality in success of the business (entrepeuneurial characteristics and motivations). Can be conclude that motivations is a dominan factor that has a huge influence to the success of the business in speciality. This research give some limitation research and future research agenda that could do for the next research.

Keywords: Characteristics of Entrepreneurship, motivation, success of the business