ABSTRACT

Wina Junia (2011*), "The Influence Spirit of Entrepreneurship and Motivation of Business Performances Boutique the Entrepreneurs at Istana Plaza Bandung*. (Mentors University of Indonesian Computer Management Rizki Zulfikar, SE., M.Si.

The purpose of study was to etermine and analyze the influence of entrepreneurial spirit and motivation of the entrepreneur Business Performance Boutique at Istana Plaza Bandung. The Hypotesis of this study is that there is significant influence between the entrepreneurial spirit of self-directed, confident, action-oriented, energic and tolerance of uncertainty and motivation of courage to be, realize something about the business performance of entrepreneus boutique at Istana Plaza Bandung.

The research method used is descriptive analysis and multiple linear regression analysi. The result showed a less close relationship exist between the entrepreneurs in palace Plaza Boutique.

F test result stating that the entrepreneurial spirit of (self-directed, Confident, Action Oriented, Energetic, Tolerance of uncertainty), and the motivation, of courage to be, autonomouse and able to make things happen simultaneously positive and significant effect at 95% of terh business performance of entrepreneurs boutique at IstanaPlaza Bandung. T test result with 95% confidence level can be concluded that the spirit of entrepreneurs in Istana Plaza boutiqe Bandung. Direction is positive indicates that a high entrepreneurial spirit make higher business performance.

Keyword : ***Spirit of Entrepreneurship, Motivation, Business performance***