ABSTRACT

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Research Title: The Influence of Managerial Skill and Entrepreneur Behavior to the Bussiness Success in Agribussiness unit at Al-Anshor Bandung Foundation.

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The research was done to farmers in the Agro of Yayasan Al - Anshor Bandung business unit. The phenomenon that occurs is the result of the decrease in the volume of agricultural production due to the lack of management capacity management and entrepreneurial behavior in Agro business managers that have an impact on sales volume tends to fluctuate and sometimes even a loss.

The method used in this research is the descriptive method and Verifikatif. The unit of analysis in this study were peasants working in the unit of Agro Binis as workers under the supervision of the Manager of Agro Business Unit Yayasan Al - Anshor Bandung, amounting to 184 people with a sample of 65 participants. The statistical test used is the calculation of correlation of Pearson, the analysis of regression, correlation coefficient of determination, hypothesis testing, and they also used the help of an application 19.0 SPSS for Windows program.

The results showed that the ability of management of the Agro Business Manager of the unit of Yayasan Al - Anshor Bandung in one or another category. This is evident in the percentage of management capacity score amounted to 88,47%, then the Manager of the agro-industrial business unit behaviour in to-Yayasan Anshor Bandung in one or another category. This is evident in the percentage score for the entrepreneurial initiative of behavior is equal to 94,54%, which lies between the range of 68,01 to 84,00% and Agro units responsible for successful business business of Yayasan-Anshor Bandung at one or another category. This is evident in the percentage of scores for business success rose to 80,16%.

keyword : Managerial Skill, Entrepreneur Behavior, and Business Success