

Pengaruh Karakteristik Kewirausahaan terhadap Keberhasilan UMK Ikan Pindang di Kecamatan Besuki Kabupaten Situbondo. Characteristics of Successful Entrepreneurship Influence on MSEs Pindang Fish in District Besuki Situbondo

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ABSTRACT

This research is conducted to businessman of pindang fish in District Besuki Situbondo. The aim from this research is to know the effect from confidence, risk-taking, leadership toward the business success. In this research collected of data with observation, interview and questionnaire toward 32 respondents with censust technique. This is doing to know the perceptions from respondents about each variable. Data instrument test (Validity test, and reliability test), multiple linear regression analysis, classic assumption test (Normality test, Multicollinearity test, heteroskedasticity test), determination coefficient and hypothesis test (F test, t test) will be used to analyze. From regression analysis, we know that confidence (0,215), risk-taking (0,428), and leadership (0,313) have the positive effect for the business success. From t test resulting confidence (0,001), risk-taking (0,000), and leadership (0,001), that mean all of three variables have significance influential toward the business success. From F test resulting confidence, risk-taking, and leadership, that mean all of three variables have simultaneous significance influential (0,000) toward the business success. Coefficient of determination analyze finding 93,6% from variation the business success can explained by confidence, risk-taking, and leadership and then 6,4 residual explained by another variabel from this research.

Key words: *significance and the business success*