

ABSTRAK

Pengaruh Aspek-Aspek Prilaku Kewirausahaan Terhadap Keberhasilan Usaha (Survey pada Pengusaha Tahu di Kabupaten Sumedang)

**Oleh :
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Penelitian ini dimaksudkan untuk memperoleh gambaran mengenai pengaruh kreatifitas, inovasi, dan keberanian menghadapi resiko terhadap keberhasilan usaha, dengan responden pengusaha tahu di Kabupaten Sumedang. Variabel kreatifitas diukur melalui tingkat kreativitas pada pengembangan kualitas pribadi. Variabel inovasi diukur melalui inovasi produk dan inovasi proses. Sedangkan keberanian menghadapi resiko diukur melalui kesiapan pengusaha menghadapi *objective risk* (kegagalan alami, *subjective risk* (kegagalan yang diperkirakan), dan *uncertainty* (kegagalan akibat ketidak pastian sesuatu). Keberhasilan usaha diukur dengan laba rata-rata yang diperoleh pengusaha setiap bulannya.

Metode yang digunakan dalam penelitian ini adalah metode *survey* (*eksplanatory survey*) dengan sampel jenuh, yaitu 86 pengusaha tahu di Kabupaten Sumedang. Sedangkan analisis data menggunakan regresi linier sederhana dan berganda dengan bantuan komputer program *SPSS 21*.

Hasil penelitian menunjukkan bahwa; *Pertama*, tingkat kreatifitas, inovasi, keberanian menghadapi resiko, serta keberhasilan usaha dari pengusaha tahu di Kabupaten Sumedang berkategori tinggi. *Kedua*, kreatifitas berpengaruh terhadap keberhasilan usaha. *Ketiga*, inovasi berpengaruh positif dan signifikan terhadap keberhasilan usaha. *Keempat*, keberanian menghadapi resiko berpengaruh positif dan signifikan terhadap keberhasilan usaha.

Kata Kunci: Kreativitas, Inovasi, Keberanian Menghadapi Resiko, Keberhasilan Usaha

ABSTRACT

The Influence of Entrepreneurship Behavior Aspects toward Success in Business (A Survey of Tofu Entrepreneurs in Sumedang Region)

**By
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This research aimed to obtain a picture of the influence of creativity, innovation, and courage in confronting risk towards the success in business of tofu entrepreneurs in Sumedang region. The creativity variable was measured by creativity level on self quality development. The innovation variable was measured by product innovation and process innovation. Meanwhile, courage in confronting risk was measured by observing entrepreneurs' readiness in facing objective risk, subjective risk, and uncertainty. Lastly, success was measured by calculating the monthly average profit obtained by entrepreneurs.

The research method used survey method namely explanatory survey toward 86 tofu entrepreneurs in Sumedang region as total sampling. While the data analysis used simple and double linear regression by using SPSS 21, computer aided program.

The result of the research showed that: First, creativity level, innovation, courage in confronting risk, and success in business of tofu entrepreneurs in Sumedang region could be categorized as high level. Second, creativity could affect success in business. Third, Innovation positively and significantly affected success in business. Last, courage in confronting risk also positively and significantly affected success in business.

Keywords: *Creativity, Innovation, Courage in Confronting Risk, Success in Business*