

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh pengetahuan kewirausahaan dan karakteristik kewirausahaan terhadap keberhasilan usaha *coffee shop* di wilayah Kecamatan Jambi Luar Kota. Sampel pada penelitian ini adalah pemilik usaha *coffee shop* yang berada di wilayah Kecamatan Jambi Luar Kota yang terdiri dari 30 pelaku usaha *coffee shop*. Data dikumpulkan menggunakan kuesioner yang telah diuji validitas dan reabilitasnya serta teknik analisis data yang digunakan adalah regresi berganda dan keseluruhan analisis dihitung dengan menggunakan program SPSS versi 23. Hasil penelitian menunjukkan bahwa pengetahuan kewirausahaan dan karakteristik kewirausahaan secara simultan dan parsial berpengaruh positif dan signifikan terhadap keberhasilan usaha *coffee shop* di Kecamatan Jambi Luar Kota. Pengaruh pengetahuan kewirausahaan berpengaruh paling dominan terhadap keberhasilan usaha *coffee shop* di Kecamatan Jambi Luar Kota.

Kata Kunci : Pengetahuan Kewirausahaan, Karakteristik Kewirausahaan, Keberhasilan Usaha.

ABSTRACT

This study aims to analyze the effect of entrepreneurial knowledge and entrepreneurial characteristics on the success of a coffee shop business in the Jambi Outer City District. The sample in this study was the owner of a coffee shop business located in the Jambi Outer City District which consisted of 30 coffee shop business actors. Data were collected using a questionnaire that had been tested for validity and reliability and the data analysis technique used was multiple regression and the overall analysis was calculated using the SPSS ver 23 program. The results showed that entrepreneurial knowledge and entrepreneurial characteristics simultaneously and partially had a positive and significant effect on business success. coffee shop in Jambi Outer City District. The influence of entrepreneurial knowledge has the most dominant effect on the success of a coffee shop business in Jambi Outer City District.

Keywords: Knowledge of Entrepreneurship, Characteristics of Entrepreneurship, Business Success.