

ABSTRACT

This research aims to determine the effect of motivation, work ability, and entrepreneurial spirit on business success at Leather Shoe Craftsmen in Sukaregang, Garut Regency. The research method used is descriptive and verification method with a total sample of 69 respondents. The data analysis and hypothesis testing methods used were multiple linear regression analysis, multiple correlation analysis, coefficient of simultaneous determination and coefficient of partial determination, simultaneous hypothesis testing and partial hypothesis testing.

The results showed that there was a positive and significant influence between motivation, work ability, and entrepreneurial spirit on business success at Leather Shoe Craftsmen in Sukaregang, Garut Regency simultaneously, which was 65.7%. while partially the influence of motivation on business success is 16.3%, the effect of work ability on business success is 21%, the influence of entrepreneurial spirit on business success is 28.4%.

Keywords: Motivation, Work Ability, Entrepreneurial Spirit and Business Success