



8th Widyatama International Seminar on Sustainability

**Addressing Global Sustainability Challenges
in Business and Industry
through Technology, Governance and Culture**

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8th Widyatama International Seminar on Sustainability (WISS)

Addressing Global Sustainability Challenges in Business and Industry through Technology, Governance and Culture

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Rector's Welcoming Speech

Assalamu'alaikum Warrahmatullahi Wabarakatuh
Welcome to Bandung and to 2016 WISS,

Ladies and Gentlemen, It gives me great pleasure and honor to extend to you all a very warm welcome on behalf of Widyatama University to WISS 2016 in Bandung, Indonesia.

The 2016 WISS International Seminar is celebrating its eighth commencement and Widyatama University has places the biannual event as a crucial element in its agenda: It is the manifestations of

its engagement in the development of knowledge in science and technology and molding high quality human capital, and competitive at the global level.

This year's WISS theme is "Addressing Global Sustainability Challenges in Business and Industry through Technology, Governance and Culture". It voices the concerns of the academic community at Widyatama University on the continuity and sustainability of our future. Moreover, it is the longing that the spirit of "Go Green" heralded by parties with interests in common good then be realized in the advent of well-thought collaboration and coordination from all stakeholders.

The integration of technology, transparent agenda of the stake holders, and the survival of a nation's culture has become a key asset for a better tomorrow. The three components, when comprehensively put into a concurrence, will create people with high level of sophistication: intelligence, high integrity, respect and honor in the values of their culture. Thus, we adamantly believe that through sharing of experiences in gatherings such as this conference we will be able to redefine our approach and efforts for the protection and sustainable management of our business without forgetting our future generation.

It is my hope that WISS 2016 could provide positive benefits for all of us in maintaining sustainability of our future. And to foster the spirit of sustainable innovation for individuals, businesses and communities, so that we can build a sustainable environment together.

I would also take this opportunity to convey my appreciation and gratitude to all parties who are involved in organizing this conference : Widyatama Foundation, IEEE Indonesia Section, Bank Mandiri, the Ministry of Tourism and Creative Economy, scientific committee, organizing committee and many others I am unable to individually mention. The conference will not be possible to be organized without your supports and cooperation.

Once again, welcome and enjoy the conference. I wish you a fruitful conference ahead.

Billahi Taufik Walhidayah. Wassalamu'alaikum Warrahmatullahi Wabarakatuh.

Your sincerely,

Dr. H. Islahuzzaman, SE., M.Si., Ak., CA.

Rector of Widyatama University



Chair Welcoming Speech

Welcome to the 8th Widyatama International Seminar on Sustainability (WISS) 2016. It is a great pleasure for Faculty of Engineering, Widyatama University to be hosting this biannual event. WISS 2016 is a right event to declare that Widyatama University concerns about increasing quality of research especially from all Indonesian researcher. It is a great pleasure that WISS 2016 have experienced to held Pre-Seminar Workshop with 4 (four) different topics are ERP Implementation on Healthcare, LEAN in Services Company, Supply Chain Strategy in Emerging Countries and How to be a Good Book Writer, and also WISS 2016 in conjunction with Center for Sustainable Systems (CSS) Widyatama University held Sustainable Energy Panel, as a forum to share experience and engaging community for sustainable development in all emerging countries.

The main purpose of the 8th Widyatama International Seminar on Sustainability (WISS) 2016 with our selected theme “Addressing Global Sustainability Challenges in Business and Industry through Technology, Governance and Culture”, is to provide an international community to discuss and solve the problem related with sustainability in the world.

This seminar will have 1 (one) keynote speaker, 4 (four) invited speakers, and has gathered more than 120 papers from more than 10 different countries all over the world. After very strictly review process we have acceptance rate of this seminar is 68,5%. It's means that Widyatama University keep growth to increase the quality of papers in all seminar, and hopefully in WISS 2020 we can reached the acceptance rate less than 40%.

I would like to say thank you for all speakers, contributors, and participants for the generous support. I would also like to thank all members of Steering Committee and Organizing Committee of WISS 2016, and our distinguished international board of reviewers for all of their support and advice. Our thank you to all of our sponsors, supporters, exhibitors, and professional associations for the support through committed funding and any other form of help and support. We also owe our success to the full support of the Chairperson of Widyatama Foundation, Rector of Widyatama University, and all Deans of Widyatama University. Thank you to IEEE Indonesia Section that has supported WISS 2016 to be approved as IEEE Conference.

We wish you a pleasant and memorable stay in Bandung. Thank you and we hope to see you again in the WISS 2018.

Dr. Oktri Mohammad Firdaus, M.T.
Chairman of WISS 2016

KEYNOTE SPEAKER



Dr. Ir. Arief Yahya, M.Sc.

Dr. Ir. Arief Yahya, M.Sc. is the current Minister of Tourism of Indonesia in the working cabinet of President Joko Widodo. From 2012 till his appointment to be a minister, he served as CEO in Telkom Indonesia, telecommunication state-owned enterprises in Indonesia.

INVITED SPEAKERS



Prof. Dr. Ir. Kadarsah Suryadi, DEA

Prof. Dr. Ir. Kadarsah Suryadi, DEA is Rector of Bandung Institute of Technology for the period 2015-2020.

Prof. Kadarsah Suryadi is a Professor in the Faculty of Industrial Technology, Bandung Institute of Technology, Indonesia. He received a Doctoral Degree from the University of Aix Marseille III, France in 1992. He has been involved in multiple disciplinary research in the areas of decision support system and knowledge management



Prof. Dr. Nirwan Idrus

Nirwan graduated from Monash University in Melbourne, Australia with the Bachelor of Engineering (Honors), Master of Engineering Science and Doctor of Philosophy in Engineering. He had worked in senior positions in academia, government, heavy industry and management in Australia, New Zealand, Papua New Guinea, Indonesia and Malaysia. He also had been appointed as Quality Assurance Specialist in an Asian Development Bank project on engineering education development in Indonesia and by The World Bank as Accreditation Auditor of Timor Leste's universities. He was also

an Auditor with the Australian Universities Quality Agency, New Zealand Qualifications Authority and Malaysian Qualifications Agency. He has written more than 150 international conference and journal papers and 3 books on Quality Improvement in Higher Education. He is a paper reviewer for a number of international journals. He is currently a consultant in Quality and Higher Education Management.



Mochamad Ridwan Kamil, S.T., M.UD.

Ridwan Kamil is the current Mayor of Bandung City, Indonesia. He is a famous Indonesian architect. He is also an educator in Bandung Institute of Technology (ITB) at Architecture Department, an urban designer and a writer. After receiving his master degree in Urban Planning from University of California at Berkeley in 2001, he worked in New York, San Francisco and Hong Kong. After several years, he went back to Indonesia and started to serve as a lecturer in ITB at Department of Architecture.



Professor Dr. Joy S. Clancy

Department of Governance and Technology for Sustainability,
University of Twente, The Netherlands

For 30 years, Prof. Joy's research has focused on small-scale energy systems for developing countries particularly the influence in households and small informal sector enterprise/companies (SME). Since obtaining her PhD in engineering, her research interest moved more towards social and environmental issues. In this context, Joy is also Principal Investigator for the Gender and Energy Research Programme of ENERGIA funded by the UKs Department for International Development.

PERSONALITY CHARACTERISTICS AND ABILITIES OF ENTREPRENEURS THAT CONTRIBUTE TO SMALL BUSINESS SUCCESS (STUDY AT CENTRE OF EMBROIDERY SMALL INDUSTRY TASIKMALAYA CITY- INDONESIA)

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ABSTRACT

Industrialization clearly had an important place in the trade system in state. However, the matter of small industry, secondary or capital industry, and also what is the excess and deficiency of small, secondary and capital industry?. Industrialization program which is based on industrial choice of labor intensive opened more recruitment than program which is focus on industrial of capital intensive, it can be understood why excess and deficiency in small, secondary and capital industry happened. This research intensively is done which try identified personnel characteristic and entrepreneur ability that is had an influence to the growth of small industry (Study in entrepreneur embroidered in Tasikmalaya).

The research is conducted in Tasikmalaya that is small industrial area that transformed/processing raw material become valuable good, potentially in West Java where embroidered small industry had a long enough tradition growth so that activity got a strong place in Tasikmalaya society. With population as much 10.000 entrepreneurs, in level of error 15% is taken sample as much 45 entrepreneurs, However questioner totally collected as much 67, which is used non random sampling technique. Procedure of collecting data is used literature study, observation and spread questionnaires. Analysis technique which is used is descriptive analysis and inferensial technique analysis.

Based on this research, hypothesis of personnel characteristic is not accepted and so little in supporting to the growth of small industry because significant level for personnel characteristic is rejected in Alpha = 5, 83 %, significant level = 94, 17% and significant only 5,83%. As for hypothesis, entrepreneur ability is got test result accepted and supported in this research because significant level for entrepreneur ability is had been accepted and very supported to growth of small industry, where significant level Alpha = 0%, significant level= 100% and perfect significant 0% (very perfect). So that can conclude by increasing entrepreneur abilities and improving personnel characteristic in embroidered small industry in Tasikmalaya, thus the growth of embroidered small industry in Tasikmalaya is great.

Keyword: *entrepreneur personnel characteristic, entrepreneur ability and growth of small industry.*

Chapter I Introduction

1.1 Background

Industrialization clearly holds an important position in the governance of a economic country but the problem of small industries, medium or large, and what are the advantages?. On the other hand there are also the small businesses sustainable. There following description of the growth small industries in Indonesia since 2010-2013.

Table 1.1
Growth of Small Industry of Indonesia Year 2010 –
2013 Based Business Unit and Labor

No	Year	Number of business unit	Labor
1.	2010	202.877	1.629.999
2.	2011	424.284	3.483.491
3.	2012	405.296	3.523.506
4.	2013	531.351	4.325.254

Source: BPS Statistics 2014, processed products.

They are able to survive in anticipation of changing times. Industry which could survive in long periods of time, at least the results of his efforts can still survive at the level of survival strategies, which is to fulfill the needs of everyday life. Most of them operate on Tasikmalaya is one of the largest embroidery production centers in Indonesia. There is potential development of small industry with this potential would require coaching for commodity embroidery Tasikmalaya city could still exist in the market both domestically and abroad. Because of embroidery Tasikmalaya still had problems as follows; the perpetrators of Tasikmalaya embroidery often difficulties in terms of labor; not to utilization of the upper middle market; the increase in prices of raw materials like yarn and fabrics; the low awareness of the importance of design embroidery artisans. (Source: Industrial Development Evaluation Tasikmalaya Embroidery, 2013).

1.2 Problem Identify

1. There are factors that influenced on personnel characteristic and entrepreneur abilities toward successfully of small industrial embroidery in Tasikmalaya.
2. How extent successfully of small industrial embroidery in Tasikmalaya.
3. How much influence of personnel characteristics and entrepreneur ability contribute to the success of small industrial embroidery Tasikmalaya

1.3 Research purposes

1. Investigate and measure factors influence personality characteristics and entrepreneurial skills to the success of small industrial embroidery Tasikmalaya.
2. Investigate and measure how far the success rate Small Industrial Embroidery Tasikmalaya
3. Investigate and measure the influence of personality characteristics and entrepreneurial skills contribute to the success of small industrial embroidery Tasikmalaya.

II. Theoretical review

In the context of entrepreneurship as a system, that the entrepreneur is one of the five key elements of entrepreneurship. The key elements are: "1) a market opportunity, 2) adequate resources, 3) a business organization and a favorable environment. 4) The

entrepreneur is the cornerstone of the entrepreneurial process "(Schaper et al., 2014: 5-6). This opinion is supported also by the opinion of Scarborough & Thomas W. Zimmerer (1993: 3) said that "Entrepreneurs the Driving Force behind Small Business". That is, entrepreneurship as the driving force that is behind small businesses. Why was he being the driving force?, stated by Pickle & R.L. Abraham (1990: 6) said that: "Personality characteristics and abilities of entrepreneurs contribute to small business".

That is, personality characteristics are; perseverance (persistence), patience (patience), and intelligence (intelligence), to meet the ongoing (continuous) challenges of keeping a company vibrant (spirit) and the capabilities of the entrepreneur are: encouragement (drive), mental ability (mental ability), ability of human relations (human relations ability), communication skills (communication abilities), technical knowledge (technical knowledge), ability of decision making (decision-making ability), conceptual ability (Conceptual ability) which is contributing to the success of small businesses (Pickle & Royce L. Abrahamson (1990: 6). Furthermore, with the personality characteristics and capabilities of entrepreneurs can created, executed, managed, and organized small scale industries so that small businesses can produced / provided products in the form of goods and services for sale to consumers, and consumers can take any pleasure from what he gets.

So that in turn entrepreneur, for his achievements, he will receive a reward (rewards) that is both psychological and economic. He will gain inner satisfaction and material in the form of profit. For further profit earned can be used as a supply source of funds to maintain the stability and growth (growth) enterprises. Business growth can be seen from various perspectives / dimensions of growth, such as; 1) Financial namely revenue growth, entrepreneurial skills contributed to the success of small industrial industries. And will be described in the next section. In this discussion a little mentioned about the personality characteristics and capabilities of entrepreneurs who contribute to the success of small industry this opinion can be seen in Figure 2.1 below:

Drive
Mental ability
Human relations ability
Communication ability
Technical knowledge
Decision-making ability
Conceptual ability

Entrepreneur → Small business success.

Table: 2.1
Personality Characteristics and Abilities of Entrepreneurs That Contribute To Small Business Success

Source: Pickle & Royce L. Abrahamson (1990: 6)

expenses and profits, 2) strategy, namely; a) growing market share and b) excellence competitive, 3) organizations namely; growth forms, processes and structures organization (Schaper, et al, 2014: 428). Entrepreneurial contribute their ideas, energy, and resources to achieve the success of small businesses. The rewards and benefits has implications for: expectations of earnings / profit, anticipating the wealth for the future, job satisfaction, the introduction of ego through business, entrepreneurship is the boss of hers, a straight line on communication between owners and employees, personal contact with employees and customers, centralization of decision-making, the status of a group of entrepreneurs, as the entrance to the pleasures of life.

Byrd (2013: 369-383) said that “*What is Profit Planning, Profit-Making Activities of a Business, How to Plan for Profit in a Small Business, Profit Planning Applied in a Typical Small Business*”. Profit is an essential result of small business and used as successful measure of company, profit is provide important source to stability and growth of company. Because of that, entrepreneur supervised their income by managerial skill so that profit income as one of stronger motivator to started a small business.

III. Methodology

The research method is used descriptive analysis method. The purpose of this method is to give researchers a history or to describe those aspects that are relevant to the phenomenon.

3.1. Type, Population and Research Sample

The research will be conducted in small industrial entrepreneurs in the city of Tasikmalaya embroidery. In this study, the research method is used explanatory survey method. The survey was conducted by taking samples from a population and data collection tool used is questioner. Population in this study was small industrial entrepreneur Tasikmalaya embroidery, while the size of a population of 10.000 people. Sampling method is used incidental (Accidental). With the total

population (N) of 10.000 and with an error rate of 15% (d = 0.15) the amount of sample (n) is: 45 people.

Technique of collecting data which is used in this study is the technique of direct communication and indirect communication techniques, while the data collection tool for direct communication, the authors use guidelines interviews to small industrial entrepreneurs Tasikmalaya embroidery. And data collection tools for indirect communication authors use: Questionnaire and Study Documentation Guidelines.

3.2 Technique of data analysis

Based on the identification problem, treated in the calculation of SPSS (Statistical Package for Social Sciences), there are three problems in this study. Techniques that are used in this study corresponds Coakes and Steed in the book SPSS for Windows Analysis without Anguish there are:

1. Test normality; a) Kolmogorov-Smirnov statistic, with a statistical significance level Lilliefors and Shapiro-Wilk, b) Skewness, c) kurtosis.
2. Reliability analysis (Cronbach's Alpha) was comparable so that only a slight difference between alpa.
3. T-Test (One Way Anova); a) One Sample (One Sample), b) Group Independent (Independent Group), c) Repeated Measurements (Repeated Measures).
4. Analysis Factor
5. Analysis Regression

IV. Result & Discussion

4.1. Normality Test Result

Based on the results of tests using SPSS software that the results of the significance test normality (Significant Test of normality Result), all of the variable data (Dependent Variable and Independent Variable), namely:

1. Characteristics of entrepreneurial skills (perseverance, patience, intelligence, to meet going and challenges of keeping a vibrant company)
2. Entrepreneurial Ability (Drive & mental ability, Human relations & Communication ability, Technical Knowledge, Decision-making ability, Conceptual ability)
3. The success of small industries (Financial, market share, competitive excellence and organizational structure).

Is received (accepted) because the results are very significant and normal test 0.000 and <0.05 (Significant Statistics <0.05). While the results of statistical data is critical ratio (CR) Kolmogorov - Smirnov and Shapiro-Wilk obtained from all the variables CR is smaller than 1.96. Where is the standard CR <1.96. So the independent variables and dependent variables (personality characteristics, and growth enterprises) test data is accepted as normal considered. (Appendix Table) Realibility Statistics Analyst for all this research, that the value of the Cronbach alpha for the personality characteristics = 0.908 for business growth and ability = 0.921 = 0.887, and the results of all variable Cronbach alpha = 0.916 is greater than 0.75 (Std.Cronbatch Alfa Analyst > 0.75), then the result is acceptable (accepted). (Appendix Table)

4.2. T Test (One Way Anova)

From the data validation estimation of statistical tables Chi - Square Distribution (Coakes and Steed; 265) that the signigance of P <0.05 and df = 66 acquired price = 85.8305. Therefore it can be concluded that the hypothesis greatest significance of entrepreneurial skills variable t = 73.623 and P <0.05. Its significance is still below the standard hypothesis which data statistical analysis t = 72.623 <t (table) = 85.8305. The explanation of the value is:

Degrees Of Freedom

$$60 = 79.082$$

$$120 = 146.567$$

With assumption Upper Tail Areas is 0.05,

Where df = 66

So that

$$\frac{66 - 60}{120 - 66} = \frac{t - 79,082}{146,567 - t}$$

$$6(146,567) - t = 54(t - 79,082)$$

$$\frac{6}{54} = \frac{t - 79,082}{146,567 - t}$$

$$6(146,567) - t = 54(t - 79,082)$$

$$879,402 - 6t = 54t - 4.270,40$$

$$5.149,83 = 60t$$

$$t = \frac{5.149,83}{60}$$

$$t = 85, 8305$$

So that results of analysis by using the T-test is received (accepted). (Appendix Table)

4.3. Analysis Factor

Pointing from SPSS results in correlation coefficient (correlation coefficient) can be seen that all the Independent variables are very significant to the success

of small industries, because all have a value very strong correlation between one another. The strongest correlation/ significant is the entrepreneurial personality characteristics (X1) = 0.879 and entrepreneurial ability (X2) = 0.808. (Appendix Table) KMO and Bartlett's Test, based on a factor analysis of the success of small industries is significant, because the data SPSS KMO sampling adequacy was 0.676 > 0.60 while the standard KMO Approx Chi-Square = 163 304, df= 3 and significance = 0,000. (Appendix Table)

The results of all study variables by using surveillance latent variable (underlying latent variable) which have all been tested and analyzed the test results communalities for Extraction Characteristics of Personality Entrepreneurship is 0.854, ability of the entrepreneur is 0.934 and the success of small industries is 0.799 is accepted because the result is greater than Communalitis standard (standard communalities > 0.75 = 75%) (Appendix Table). Whereas, test results for the total variance Explained % of Variance and % Cumulative all variables (Personality Characteristics of Entrepreneurship, Entrepreneur ability and success of small industries) is 86.255 (accepted) for greater than the standard required = 75% accepted (Coakes and Stead) (appendix Table).

Conclusions based on the measurement of factor analysis factor analysis, correlation, KMO, communalities, and total variance explained for all of the above sampling variables is significant and can be accepted (accepted), for compliance with the requirements of the standard statistical analysis of test research.

4.4. Analysis Regression

In regression analysis, the results of the data descriptive statistics for the dependent variable and independent variables used this model of data analysis: Mean score and standard deviation using a computer (SPSS) in this research. Based on the results of normality list, all the test variable (IV and DV) CR <1.96 was normal.

Significance variable coefficients must be below 0,005 in this case all analysis, the hypothesis is accepted (accepted). Coefficient results pointed to a very significant variable data to a regression analysis which Entrepreneurial Capability (X2) with the results of significance of 0.000 (accepted hypothesis regression), and variable Entrepreneurial Personality characteristics are not accepted (unaccepted). Because of the significant of the results (Sign) 0.583 greater than Significant of Standards (0.05) So that variable Characteristic of entrepreneur personality (X1) are not downloading support / received in a regression analysis

of this hypothesis (Failed). Then for X^2 (chi-square) statistic Table $P = 0.005$, for 66 variables test item = 163.304 (X^2 value = 163.304). Based on data from respondents = 67 ($N = 67$), and the test results Mahalonobia Distance Square maximum value $X^2 = 16.813$ is greater outlier maximum. So no data found Mahalonobia X^2 value > 163.304

The conclusion of research results for all of these variables was perfect and accepted. Based on results SPSS regression data, it was found that the variable Entrepreneurial Capability (X_2) is significant as Predictor to the success of small industries Where the coefficients establish to (β) = 0.883. (T-value = 5.711). And has significance Predictor Entrepreneurial Ability Top is variable (X_2).

Regression Model $Y = f(X_1, X_2)$

$Y =$ Business Growth, $N = 67$ (3)

$F = 60.411$ significant $F = 0.000$

$R = 0.809$

$R^2 = 0.654$

β unstandarized coefficient (Entrepreneurial Ability)

β standard β coefficient = 0.883

$t = 5.711$

β (Constanta) = 0.280

The results of the regression analysis for the success of small industries

$$Y = \beta_0 + \beta_1 \cdot X_1 + \beta_2 \cdot X_2 + e$$

$$= 0.280 + 0.093 \cdot X_{\text{personality characteristics}} + 1.019 \cdot X_{\text{entrepreneur ability}} + 0$$

$$= 0.816 + 0.552 + 5.711 + 0$$

$$= (0.418 \text{ ***}) + (0.583 \text{ ***}) + (0.000 \text{ *}) + 0$$

(Appendix Table)

Based on the data and statistical analysis using SPSS regression analysis can be concluded that the hypothesis significance level variable factors are very influential and significant in this research are:

1. $H_2 =$ Entrepreneurial Capabilities (*) is hypothesis test results were acceptable (accepted) and men support (supported) in this study because of the level of significance of the model analysis summary and analysis of test results obtained Annova Sig.F.Change and Sig.Anova = 0.000 (significant) for variable Entrepreneurial capability has accepted, where the significance level Alpha (α) = 0%, its significance level = 100% and the significance of a perfect 0% (perfect).
2. $H_1 =$ Entrepreneurial Personality characteristics (***) is a hypothesis test results are not acceptable (not accepted) and very little in the men support this research because of the level of significance for Entrepreneurial Personality characteristics are not accepted (rejected) on Alpha (α) = 5.83% = 94.17% level of significance and the significance of only 5.83% only.

V. Conclusion

5.1 Conclusion

1. From 3 variable (personality characteristics, entrepreneur abilities and successfully small industry) which is identified and has been measured (test) based on correlation analysis with each significant underlyer laten variable, is get total result variant = 86, 255%, this is indicate that variable factor to successfully embroidery small industry in Tasikmalaya had matriks expectation variant factor which high enough is 86,255 %. Whereas the result of analysis test Cronbach Alpha = 0,916 (Standard requirement > 0,75), KMO and Batlett's Test Data = 0,676 (standard requirement = 0,60) and level significant value = 0,000 (standard requirement < 0,001) is accepted and has been accepted in this research. (Coakes and Steed; 2007)
2. Hipotesis personality characteristics entrepreneur (H1) in embroidery small industry in Tasikmalaya consist of perseverance, patience, and intelligence, to meet the ongoing challenges of keeping a company vibrant which is done test such as: Normality Test, Reability Analysis, T Test, (One Way Anova), Analysis factor and Analysis Regression is get that hypothesis test result is not accepted and less support for embroidery small industry successfully in Tasikmalaya, because significant level for entrepreneurship personality characteristics is rejected in Alpha = 5,83 % significant level = 94, 17 % and significant only 5,83%.
3. Hypothesis of entrepreneur ability (H2) Embroidery small industry in Tasikmalaya which consist of drive, mental ability, human relations ability and communication ability, technical knowledge, Decision making ability and conceptual ability, and which has done statistic test (SPSS), such as Test Normality, Reability Analysis, T Test, (One Way Anova), Analysis factor and Analysis Regression is get that hypothesis test result is accepted and supported in this research because of significant level for service satisfied is accepted and very supported to customer loyalty, where significant level Alpha = 0%, significant level = 100 % and perfect significant 0 % (very perfect).

This is accordance with Pickle & R.L. Abraham (1990: 6) that: "*Personality characteristic and abilities of entrepreneurs contribute to small business*". A small business in scale of global economic is more success to respond every changing in related with customer need and market condition that is fast. It had flat organization structure and organic, also free management style forced innovation and entrepreneurship.

5.2 Suggestion

There are suggestions that can give benefit to related stakeholders:

1. Entrepreneurs is expected made a planning for improvement mandatory to variable entrepreneur personality characteristic which has to improved by action and it must based on operation management concept standard model cycle quality PDCA (Planning= Objective process determination, Do= Process implementation, Check=Monitoring process and Action= take continuity behavior improvement in management work process embroidery small industry in Tasikmalaya.

2. Entrepreneur abilities is positive factor which is influenced for successfully embroidery small industry in Tasikmalaya, this is supposed to become a benchmark and more improving by entrepreneur so that able to increase successfully in development embroidery small industry in Tasikmalaya.

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