ABSTRACT

The exixtence of the small industries like handycraft, especially in the countries which have undergone economical crisis, is very important because they directly touch the people's daily needs, especially for the low income. However, such industries are perceived is interested to investigate some factors which influence the success of the small industries managed by the small income people.

This research is an explanative research. The respondents are the carpenters at the center of small industries at Jalan Semarang Surabaya. The independent variables are the ability of entrepreneurship (X1) an the technical skill (X2), and dependent variable is the success of entrepreneurship.

In analyzing the date, the researcher employs SPSS version 10. By using the program, the reserarvher presents the tables, counts the mean, standard devition, and normal distribution test. Since the result of analysis is in the form of sequence data, the variables are categorized. Chi squeare and contingency coefficient is employed to analyses the correlation betwcen the variables, and logistic regression test in employed to look into the influence of the entrepreneurship ability and the technical skill on the success of entrepreneurship.

Then, it is found that there is a significant influence of the independent variables on the dependent variables, and partially as well.

Key words : entrepreneurship ability, technical skill, entrepreneurship success.