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The Influence of Personal Characteristics on Small Medium Business Performance in Bogor District

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Abstract. The purpose of this study was to determine the effect of business characteristics on turnover in the UMKM of Bogor Regency. This research method uses a quantitative method by looking at the characteristics of the MSME. This research uses 194 business samples in Bogor Regency.

The business characteristics referred to in the form of sex, age, education and the length of time the business and assets influence the turnover of small and medium enterprises in Bogor Regency.

The results found that sex partially had a positive and significant effect on MSME turnover in Bogor Regency. age partially has a positive and significant effect on MSME turnover in Bogor Regency. the last education partially has a positive and significant effect on MSME turnover in Bogor Regency. The length of business partially has a positive and significant effect on MSME turnover in Bogor Regency. and the number of assets partially has a positive and significant effect on MSME turnover in Bogor Regency. of all the characteristics that exist both in terms of sex, age, education, the length of business simultaneously has a positive and significant effect on MSME turnover in Bogor Regency.

Keyword : personal characteristics, small medium enterprises, business performance