

ABSTRACT

Entrepreneurial competence, especially on Micro, Small and Medium Enterprises (MSMEs) is very important owned by an entrepreneur in the management to be able to achieve a success in business activities, the entrepreneurial competence is also required to survive and develop in the midst of increasingly fierce competition because no all entrepreneurs have entrepreneurial competencies.

This study aims to find an overview of entrepreneurship owned by coffee shop owners ie Dreezel coffee, Wagoon Coffee and Kozi Lab with subvariables that include: identifying and evaluating business opportunities; identify and solve problems; decision-making; network; communication and innovative thinking.

This research is a qualitative research with descriptive presentation. Data source in this research is coffee shop owner that is Dreezel Coffee, Wagoon Coffee and Kozi Lab. Data by interview, observation and documentation. Data validity technique in this research use triangulation of source and method.

The results show that the existing entrepreneurial competence is good enough to run the business of coffee shop owners from Dreezel Coffee, Wagoon Coffee and Kozi Lab which are on the same level, which is at a moderate level. Medium level for the development of entrepreneurial competence, to be able to produce competence level of entrepreneurship at a high level.

Based on the results of the research, to increase the entrepreneurial power of Dreezel Coffee, Wagoon Coffee and Kozi Lab, the customers of the coffee shop can further improve the ability to take on existing business opportunities, improve the ability to solve problems, make decisions, build relationships, communicate and innovate

Keywords: Entrepreneurship Competence, Micro Small and Medium Enterprises