

SUCCESS FACTORS OF INDEPENDENT RESTAURANTS IN KARAWANG BARAT



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JESICA HALIM, BBA, and SURESH KUMAR, S.T., M.Si

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**JESICA HALIM, BBA
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CV. Rasi Terbit

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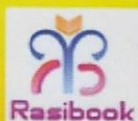
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In these past few years, the number of independent restaurants in Karawang was decreasing. Despite the high failure rate of an independent restaurant, several restaurants survived for more than five years. This study aims to identify factors influencing the success of independent restaurants, as these restaurants appear to be an attractive entrepreneur investment option. However, these independent restaurants suffer a high failure rate when compared to chain or franchised restaurants.

Findings from this research showed that the successful restaurateurs shared some similarities and differences in defining the factors that control the restaurant to reach its success, and also factors that could hinder the restaurant from reaching its success.

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