

## **ABSTRACT**

*The existence of MSME is able to have a positive impact on the development and implementation of regional development, so there is a need to improve the quality of MSME. One of the SMEs sector that is growing rapidly in the city of Malang is the food and beverage sector, namely cafes, the sector has an impact on increasing regional development through tax revenue and employment so that it can reduce the unemployment rate in Malang, Problems that occur in the field show that the increasing number of cafe businesses will have an impact on the fierce business competition so as to allow some cafes to close and change their business types, these conditions are problems that must be faced in achieving the success of the cafe business.*

*This research method is quantitative descriptive using multiple linear regression analysis through the help of SPSS V.24 software to analyze and determine the effect partially and simultaneously. The population of this study is a cafe business in Malang with a sampling method that is purposive sampling to obtain the number of 100 samples.*

*The results of this study explain that human capital, innovation, social capital, business environment and entrepreneurial genetics have a significant and positive influence on business success either partially or simultaneously, these findings explain that in the success of cafe businesses in the younger generation in Malang can be realized through several factors include human capital, innovation, social capital, business environment and entrepreneurial genetics. The results of this study are expected to contribute to business actors as a form of theoretical literature in making policies to achieve the success of cafe businesses in the younger generation in Malang.*

*Keywords: Human capital, innovation, business environment, social capital, entrepreneurial genetics and business success*