

ABSTRACT

This research is aimed at describing the entrepreneurial resilience of generation Z. The problem in this research is that not many businesses survived the shock of the Covid-19 pandemic, especially in micro and small businesses by young entrepreneurs. The aim of this research is to determine the resilience factors of micro and small businesses among generation Z with a focus on the food and beverage business sector so that they can survive during the closure period.

This research uses mixed methods with a focus on phenomenological and quantitative studies. Data collection was carried out through interviews and questionnaires. The informants are 10 Generation Z entrepreneurs in the food and beverage sector who were able to survive the Covid-19 pandemic.

The results of this research provide findings that entrepreneurial resilience is influenced and supported by three things, namely individuals, organizations and the social environment.

Keyword: Entrepreneurial Resilience, Generation Z, Micro Small Enterprises.

