

ABSTRACT

The women nowadays have a great role in the economic progress of a country. The growing number of woman as business owner in recent years is increasing, so that women entrepreneurs get a lot of attention from several instances both private and government. The Indonesian women get special attention from the government in empowering and enhancing the role of women entrepreneurs because of its active role for creating jobs and creating a creative and innovative products. The important factor that have a role in encouraging women to become an entrepreneur is motivation as one aspect of personality. This social motive can build one's motivation to be an entrepreneurship based on the fulfillment of which one component is the individual personality.

This study discussed the motivation for the business success of women entrepreneur. This study purposed to determine the effect of achievement, affiliation, dominance and the autonomy needs towards the business success of women entrepreneur in Bandung.

The method used in this research is descriptive quantitative to test multiple linear regression using a Likert scale as the measurement scale. The sampling method in this research is probability sampling with saturated sampling technique that is by distributing questionnaires to the respondents as many as 219 respondents. This research is using Microsoft Excel software and SPSS statistical 20 tools.

The results of this study indicate that needs of achievement and affiliation affect the success of women entrepreneurs. Dominance and autonomy needs has no significant effect on business success of women entrepreneurs.

The suggestions for companies are to have concern for parties or institutions associated with the development of entrepreneurs, especially women entrepreneurs such as Community Development Center PT. Telecommunications Tbk, IWAPI, governments, universities, non-governmental organizations, and business development services need to understand the factors that influence the business success of women entrepreneurs to be able to provide special assistance to help women entrepreneurs. Whereas the suggestions for further research is to investigate the relationship between the variables of other motivations towards the business sector and business development.

Keywords: Achievement needs, Affiliated needs, Autonomy needs, Dominance needs, and Business Success