

*The role of women in economic activities mainly through SMEs have been proven to help the economy of his family and also help growth of local economy. Besides that, now emancipation of women is quite advanced. Can be seen from the growing number of women entrepreneurs in Bandung, which from year to year increase. With so many women who become entrepreneurs show that women can compete with men in the business world. As well as the growing number of women entrepreneurs is inseparable from the drivers of both internal and external. Required identification of what factors encourage a woman to initiate, organize and manage the business.*

*This study aims to determine the factors that motivated woman entrepreneurs in Bandung to become entrepreneurs and the most dominant factors that motivate women entrepreneurs in Bandung to become entrepreneurs. The analysis method used is the analysis of factors. The sample used in this study were women entrepreneurs in Bandung.*

*Results of the analysis of motivational factors on 100 respondents entrepreneurial women in the study was formed 5 motivational factors are personal growth), family and income-job, Government Subsidy and Skill and Knowledge, And the most dominant factor in motivating women entrepreneurs to entrepreneurship in Bandung is a factor Income-Job with the highest variance value compared with other factors.*