

ABSTRACT

Currently in Indonesia, the development of SMEs has grown rapidly and continued to progress, growth is also reflected in the development of women entrepreneurs. Women entrepreneurs in Indonesia is always increasing by 8% each year. Currently the number of women entrepreneurs in Bandung itself by the year 2014 there were 249 SMEs registered as members IWAPI city of Bandung, which consists of 57 businesses culinary and non-culinary ventures 192 such as fashion, crafts, consultants, an printing bussiness. When doing their own business need their motivation to effect the performance of women entrepreneurs themselves.

The purpose of this study is to determine the motivation on the performance of women entrepreneurs and how big the influences. Also in this research, method used is quantitative method by means of data processing using the F test (simultaneous) to prove whether there is influence between motivation and performance, as well as using the coefficient of determination to find out how strong the influence of motivation on the performance of women entrepreneurs. Results from this study is that the motivational effect on the performance of the SME entrepreneurs women in Bandung. As for the coefficient of determination shows that the motivation has a very strong influence on the performance of the SME entrepreneurs women in Bandung.

The conclusion of this study is that motivation has an influence on the performance of women entrepreneurs and the effect is very significant. Given this women entrepreneurs are expected their performance in building the business and continue to have great motivation to compete.

Keywords : *Women Entrepreneur, Motivation, Performance*