

ABSTRACT

The topic about women entrepreneurship show a significant movement worldwide. The data by both Google Trend as well as social media shows that the keyword search results related to women entrepreneurs is increasing every year. In Instagram alone there are nearly 200,000 hashtag (#) only of four terms, namely Womenentrepreneur, Womanentrepreneur, Womenbusinessowner and Womanbusinessowner in January 2016. This means that it is estimated that the number of hashtag can be larger if we use the term in other languages, The phenomenon of women entrepreneurs become interesting study because the characteristic of a business woman different than men, where there are 7 differences of style of operating a business (Zwilling, 2013). Ikatan Wanita Pengusaha Indonesia (IWAPI) is an organization of business women, it's the first and the oldest in Indonesia. In IWAPI Bandung there are some problems in the organization, such as momentum for sharing morale is not infected for the next generation, too busy to develop the branch coverage, the disharmony between the board and others. While the issue of women entrepreneurs who are individuals is the dilemma of dual roles as well as a lack of confidence related factors of education and managerial skills. In addition, external factors such as norms and stereotypes regarding the roles of men and women in Indonesia also influence a woman to decide whether they will be self-employed or not. With a series of obstacles, research on the struggle of women entrepreneurs need to be focused on entrepreneurs themselves. Assessment intention is the most accurate way to predict the behavior in this case is entrepreneur activity. Entrepreneurship research conducted with two main lines, namely: personal characteristics and the influence of external factors, such as political and social, market, industry opportunities, and financial support (Sánchez, 2012: 30).

The purpose of this research is to identify the dimensions of Entrepreneurial Intentions on women entrepreneurs in IWAPI Bandung City who are middle aged by using Model Intention Entrepreneurial Event of Shapero (SEE). This research use qualitative descriptive case study (case study). The type of sampling that used in this research is Sampling Network who also called Mechanical Snowball (Snowball Sampling) and there are 4 respondents that researcher pick based on criteria that fit the theme of research. All of them are members of IWAPI Bandung City that truly pioneering efforts from the beginning, either to level SME or entrepreneur with a greater level.

The results showed that the triggering factors (trigger event) are dominated by the experience of having negative than positive displacement pull and there is only one respondent who experienced both. According to the SEE theory, perceived desirability dimension does not affect the decision of all respondents in entrepreneurship so that they do not really care the public opinion about the role of women as entrepreneurs because there is not any respondents who own desire from the beginning to be an entrepreneur. The main factors that need to be considered is Perceived Feasibility because it proves that a woman entrepreneur with high confidence is capable to maximize the potential of her resources.

Keywords: *Women Entrepreneurs, Intention, Perceived desirability, perceived feasibility, Propensity to Act.*