

ABSTRACT

The existence of women entrepreneurs in micro, small and medium enterprises (SMEs) becoming reality of economic life of most Indonesian people. Needs of women to information and self-development increasingly affect the mindset of women along with advances in information technology including through the internet. Internet users in Indonesia is dominated by the majority of young people aged 18-35 years. With the development of the internet, making the number of internet users utilize this opportunity as a business opportunity through online business. Woman listed as the most take advantage of opportunities in the online business, either as a seller or a buyer. The fashion industry in addition to having the greatest interest in the city of Bandung, noted as the most abundant product category purchased online. This research aims to find out what factors motivate young women entrepreneurs through online business.

The population in this research are young women entrepreneurs of fashion SMEs in Bandung, which has an online business. The type of this research is descriptive. The collection of samples was done by distributing questionnaires, using probability sampling method with convenience sampling technique to 60 young women entrepreneurs who has online business. This study using factor analysis techniques to find the factors that motivate young women entrepreneurs through online business.

The results of this study indicate that there are five factors that motivate young women entrepreneurs through online business, such as economic and personal interest, opportunities, social and family, traditional and unemployment. In the midst of an increasing competitive market competition, in order to survive in the long term it is expected that the perpetrators of the fashion industry doing innovations that can improve the growth of its business, either in the form of product innovation as well as marketing innovation.

Keywords: Motivation, Women Entrepreneurship, Online Business, SMEs