

ABSTRACT

Since 2015, Dra. Mutia Oktaviana as woman entrepreneur and Disperindag of West Java have established Asosiasi Pemasar Produk UKM (APPU) Jawa Barat to aim that supporting the increasing number of entrepreneur in West Java. This is association which has 200 members with the composition of 180 persons (90%) as women entrepreneur; it has potential to rise by year to year. Therefore, this research aims to know the factors which could motive of the women who are member of APPU Jawa Barat as become women entrepreneurs especially in Bandung.

This research used by quantitative method with descriptive and explorative. Otherwise, the sample utilizes a technique of Nonprobability sampling and sampling insidental with 106 respondents. In addition, the technique of data analyses uses the techniques of factor analyses for fully aware which motivating the factor of entrepreneurship.

According to the technique of analyses factor which used by 21 factors; therefore, this result is the formation of 7 new factors as follows: Family Oriented, Family Background and Friends, Income Stability, Hobby and Facility Support, Public Existency, Challenges and Risks, and Phisycal Limitation which the most dominant factor is Family Oriented as the following variables: running business as well as doing housework, having more time with family, creating job opportunity for family member, and the possibility of big profit.

Keywords : *Women Entrepreneur, Factor Analysis, APPU Jawa Barat*