

ABSTRACT

Entrepreneurship is very useful in economic growth in Indonesia. Indonesia has enormous potential to increase the number of women entrepreneurs. Female entrepreneurs from year to year, including various factors that affect women, companies, and external factors (family environment, social environment).

The purpose of this study is to determine whether there is a relationship between one's motivation and personality with the environment, social environment, social environment and environment.

This research uses quantitative method. Data writing techniques using questionnaires distributed to entrepreneurs women fashion owners in the city of Bandung as many as 100 respondents. This research uses descriptive analysis. Data analysis was done by descriptive analysis, multiple linear regression analysis, partial hypothesis test (T test), simultaneous hypothesis test (F test).

The result of data processing by partial internal factor indicate that personal motivation have significant influence to entrepreneurship entrepreneur interest because $t_{count} (3,949) > t_{table} (1,660)$ whereas finance partially show insignificant personality to entrepreneur entrepreneur interest because $t_{itung} (1,581) < t_{tabel} (1,660)$ result simultaneously significant internality factor to entrepreneurship interest of woman.

The result of partial data processing of external factors shows that the family environment has no significant effect on the interest of entrepreneurship women because $t_{count} (0,740) < t_{tabel} (1,660)$ and partial test of social environment shows that social environment is not significant to entrepreneurship interest of entrepreneur because $t_{itung} (1,628) < t_{tabel} (1,660)$ on the owner of fashion in the city of Bandung. The results simultaneously show that internal factors and external factors significantly influence the interest of entrepreneurship women.

Keywords: Internal Factors, External Factors, Women Entrepreneur