

## ABSTRACT

*In the current development era, entrepreneurs are not only dominated by men but women have also taken part. The growth of women entrepreneurs continues to grow each year. Data from the Indonesian Central Bureau of Entrepreneurial Statistics has increased from 1.67% to 3.1%. Women entrepreneurs also have an important role in increasing economic growth. Besides that women are also better in terms of communication and are good listeners so that it will be an added value for women entrepreneurs in building the business.*

*This study aims to find out what motivates women entrepreneurs and also obstacles in running a business. In this study, researchers made a previous journal owned by Fatoki (2010) to measure motivation and barriers to doing business with members of the Depok City IWAPI. Motivations measured include Employment, Autonomy, Creativity, Economic, and Capital. And for barriers measured include, Capital, Skill, Support, Risk, and Economy.*

*This research uses quantitative methods by using descriptive statistical tests. The sample was determined using non-probability sampling with a purposive sampling technique that is distributing questionnaires for data collection, and using IBM SPSS Statistics 24 for Windows software to test its validity and reliability. After that the data is processed manually to find out the results of each motivational factor and obstacles. The population in this study are Depok IWAPI members who already have a business.*

*The results showed that motivation has a value of category of strongly agree and an obstacle exists in the category of agreeing which means IWAPI members of Depok City agree with the motivational factors and obstacles that are given in this study.*

*In this study, the highest motivation is Capital, which has adequate capital in starting and running a business, such as having investment savings and skills, is an important factor in motivation, and in the obstacle variable, Risk is the dominant factor in obstacles, which is the fear of the risk faced in running a business of IWAPI members.*

***Keywords: Motivation, Barrier, Entrepreneur Women***