

ABSTRACT

In 2018, a Ministry of Industry press release stated that Indonesia needed at least 4 million new entrepreneurs. Data from the Ministry of Women and Child Protection shows that business operators are still dominated by men compared to women. The World Bank states that women in Indonesia are able to contribute 9.1% of total GDP in 2017. Nevertheless, women have special problems that are female in nature that is able to impede the course of business compared to men.

The purpose of this study was to determine the influence of motivation variables and barriers to entrepreneurial intentions. In addition, this study also aims to determine the existence of motivational factors and barriers that simultaneously influence entrepreneurial intentions. This research was conducted at the Women Entrepreneurs Association (IWAPI) in Cianjur.

The method used in this research is a quantitative method. This research is also a descriptive and causal research. The population in this study was members of IWAPI Cianjur City with a sample of 155 people. The analysis in this study uses multiple linear regressions using SPSS 23

The results of this study indicate that there is a positive and significant influence between the variables of motivation with entrepreneurial intentions. The barriers variable does not affect entrepreneurial intentions. In addition, motivation and barriers variables simultaneously influence entrepreneurial intentions.

The results of this study are expected to provide input to IWAPI in Cianjur so that it can be used as an effort to improve the quality of entrepreneurship.

Keywords: Motivation, Barriers, Entrepreneurial Intentions, Entrepreneur Women