

## **ABSTRACT**

Entrepreneurship is one of the main factors of economic growth and development which helps create jobs and also has an important role in developing the country's competitiveness. The government and academics seem to concentrate on encouraging entrepreneurship because it is an important contributor to the current economy, and has been characterized as a major force for job creation and an important determinant of economic growth.

The purpose of this study is to determine the effect of motivation and the effect of obstacles on women's entrepreneurial intentions. In addition, this study also aims to explore what are the factors that motivate women in their entrepreneurial intentions and also the factors that influence the entrepreneurial intentions.

The method used in this research is quantitative method. Research is descriptive and causal research. The population in this study were members of IWAPI Bekasi City. The sampling technique used was simple random sampling with a total sample of 103 members. Data analysis in this study used descriptive statistical analysis, normality test, multicollinearity test, heteroscedasticity test, multiple regression analysis, coefficient of determination, t test and F test.

Based on the test results and data analysis, it was concluded that motivation significantly influences the intention of women entrepreneurs. However, the results of the variable barriers have no significant effect on entrepreneurial intentions. And simultaneous motivation and barriers influence the intentions of women entrepreneurs.

The results of this study are expected to explain phenomena of women entrepreneur growth with existing theories, and also the results can be used to improve existing practices or problems properly. In addition, this research is expected to be used as a reference for further researchers in order to explore other factors that can benefit academics and entrepreneurs in general.

**Keywords :** Motivation, Barriers, Entrepreneurial Intentions, Women Entrepreneur.