

ABSTRACT

Women are often regarded as human beings who are weak and unable to do something that can generate an Economy of family, this is due to the norms and cultures that restrict women from working. They are aware of the risks faced if they do not work with their own hands. It is one of the motivating factors that affects women in establishing a business. There are several kinds of motivational factors that make women decide to set up an effort.

This is what makes this research deepening the motivation factor with several sub variables of the motivational factor This research is conducted with a research framework of motivational factors that aims to examine the dominant factors of motivation.

The object of this research uses quantitative research methods with descriptive data analysis techniques using secondary data collection tools and primary data. The research has 373 populations and 195 samples in the IWAPI research object of Bogor city. 195 samples became a respondent given a questionnaire that became a research questionnaire.

The motivation factors in IWAPI members of Bogor include self-reliance factors, capital factors, emotional factors and educational factors. The research managed to find the results of the research of emotional motivation factors with a percentage of highest value of 82.05%, and the study found the lowest outcome of educational motivation factors with a percent 76.54%. It is stated that the highest motivation factor of emotional factors is more dominant than the capital factor, the self-reliance factor, and the education factor.

The results of this research are expected to become further research in the deep with qualitative research methods. In addition, the results of this research are expected to be input on the research object in conducting program activities.

Keywords: *motivation factor, women entrepreneurs, IWAPI.*