

ABSTRACT

This study aims to analyze the motivations and challenges faced by women entrepreneurs in Bandung Regency. The background of this research is based on the phenomenon of the increasing number of MSMEs in the region, which has not been matched by a significant rise in female entrepreneurship. This research uses a qualitative approach with a case study method and data collection through semi-structured interviews with seven women entrepreneurs from the fashion, beauty, financial services, and decoration sectors. The findings reveal that women's entrepreneurial motivations are driven by push factors such as economic necessity and social support, as well as pull factors like the desire for financial independence, time flexibility, and the need to express creativity and innovation. On the other hand, key challenges include balancing domestic and business roles, limited access to capital and training, lack of formal education, and gender-based discrimination. These findings highlight the need for support from families, communities, and government institutions to create a more inclusive entrepreneurial ecosystem for women. This study is expected to serve as a foundation for formulating effective policies for women's empowerment in the MSME sector.

Keywords: *women entrepreneurs, motivation, challenges, MSMEs, Bandung Regency*