

## ABSTRACT

The research is about identifications of psychological characteristic of Muslim woman entrepreneur in Islamic perspective of Indonesian event organizer, Case Study Of Mrs. Euis Haeriah The Founder Of Shipshape Organizer 2016.

This paper aims to identify the psychological characteristic in Islamic perspective towards women entrepreneur. The papers complement existing entrepreneurship theory by examining entrepreneurship from Islamic perspective.

Islam may be considered an entrepreneurial religion in the sense that it enables and encourages entrepreneurial activity, review research streams interlinking Islam with entrepreneurship and management and outline promising research approaches. Indonesia has a broad potential to encourage women entrepreneurship.

Psychological characteristics are used as the basis of analysis. This study uses qualitative method. The results indicate that religion play the role on the psychological characteristics of Muslim woman entrepreneur. It is found that there are no religious barriers for women to choose entrepreneurship which is permitted in Islam.

The study found that of the various critical factors for success of women entrepreneurship namely, risk-taking and innovativeness, need for achievement, locus of control, and indicator such as consent from guardian or husband (if married) take care of family the business fits with the skills fit to islam guidance wear hijab have been recognized as the most significant factors. The study is expected to contribute to the existing literature on Muslim women entrepreneurship research.

**Keywords: women entrepreneurship, women entrepreneurial, Islamic perspective, psychological characteristics, entrepreneurial success, success factor**