

ABSTRACT

Entrepreneurship has become an important element for the growth and development of most countries, entrepreneurship is also claimed as the main driver of economics in developed and developing countries. It is therefore important to know the success factors for women entrepreneurs as a driver of the national economy. This study aims to determine and analyze the success factors of female entrepreneurs in SMEs members KSU MISYKAT Sadang Serang region.

This research uses quantitative method with descriptive research type. Sampling was done by saturated sampling technique with 84 respondents. Data analysis technique used is factor analysis technique to know every dominant factor of woman's success in entrepreneurship on Multipurpose Business Cooperation MISYKAT Sadang Serang region.

This research resulted in the formation of the components of the factors of success in entrepreneurship which are Innovation, Vision, Internal Motivation, Self-Existence and Social Status, Entrepreneurial Support and Family Support, Education Level and Motivation. Where the highest factor component is the innovation factor component of 33.24%.

Keywords: Female Entrepreneurship, Factor Analysis, KSU MISYKAT, Success Factor.