

ABSTRACT

This research was conducted on MSMEs guided by the KSU Misykat in the Tegallega and Mohamad Toha regions. MSMEs that were guided by KSU Misykat were given assistance in the form of scientific repertoire about entrepreneurship while deepening religious knowledge in depth. This study aims to analyze the factors that motivate women to become entrepreneurs in MSMEs guided by KSU Misykat in Tegallega and Mohamad Toha Regions.

Research uses quantitative research methods. This study uses sampling techniques on non-probability sampling. The sample in this study amounted to 25 respondents. Data collection in this study was carried out by carrying out a questionnaire dissemination that was distributed to all respondents, namely, women entrepreneurs of UMKM members assisted by West Java Misykat who are domiciled in Bandung,

The results showed that of the twenty-four attributes of the factors studied, the highest score was 92.0%, namely the attribute Need for greater income. Of the twenty-four attributes of the factors studied, four components of the new factor were formed, namely the first factor was called the Entrepreneurial Motivation factor. Because, the attributes that make up the factor consist of To prove my talent, High Self-Esteem, Managerial Qualification, Awareness about various loan schemes, Freedom to adopt own leadership style, Family motivation, Provide job to others, Government subsidy, Have a reputation that both in the community and family, and getting injustice in the previous organization. Furthermore, the second factor is called the Product Orientation factor. This factor is formed by the attributes of Determination, Demand for the product, Small Investment, Availability of raw material, Sense of satisfaction, and Past experience. The third factor is called the Independence factor. This factor is formed by the attributes of Desire to be independent, Technical Qualification, Confidence about skill and knowledge, Closer to family, and Need for greater income. The latter is a personal dream factor consisting of three attributes, namely An Ambition to become an entrepreneur, Family welfare, and get progress in career and promotion.

Keywords: Motivation, Entrepreneurs, Womenpreneur, MSME

