

ABSTRACT

Entrepreneurship is very helpful for the government in boosting the economy and helping to create jobs. The positive effect of growing entrepreneurs is by helping the country's economy become stable. The growth and development of a country's economy is linked to entrepreneurial activities because entrepreneurs have been recognized as a solution to playing an active role in economic development, creating jobs, reducing unemployment and poverty.

The purpose of this study is to determine the influence of motivation on the interest of women entrepreneurs, the effect of barriers on the intentions of women entrepreneurs.

The method used in this study is a quantitative method. Research is descriptive and causal research. The population in this study were members of IWAPI Karawang City with limited to 82 samples. Data analysis of this study used descriptive statistical analysis, normality test, multicollinearity test, heteroscedasticity test, multiple regression analysis, coefficient of determination, hypothesis test T test and F test.

Based on the results of the test and data analysis, it was concluded that motivation significantly have no influences to the interest of women entrepreneurs. However, the results of the variable barriers have significant effect on entrepreneurial interest.

Keywords : Motivation, Barriers, Entrepreneurial Interest, Women Entrepreneur