

ABSTRACT

Indonesia is one of country with low level by entrepreneurs than other countries. Accordingly, the needs of improvement for developing women entrepreneurs in order to compete with other countries. The women entrepreneurs includes some calculation parameters, such as calculating the business contribution by women, the knowledges of assets and financial access, and the business environment. This study aims to determine how is the effect of the motivation and barriers on the entrepreneur performance of women entrepreneur West Bandung organization. This research used quantitative methods. Data analysis in 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, data from this study were obtained through distributing questionnaires to West Bandung organization 90 samples. Based on the data processing using software IBM SPSS shows that motivation has a significant effect on entrepreneurship performance on women entrepreneurs members of West Bandung organization, barriers are stated have a significant effect on entrepreneurship performance on women entrepreneurs members of West Bandung organization, and simultaneously motivation and barriers are stated to affect entrepreneurship performance at woman entrepreneur West Bandung organization.

Keywords : Barriers, Entrepreneurial performance, Motivation, Women Entrepreneur