

ABSTRACT

With the development of society, the importance of women entrepreneurs is increasing. Their significant contributions to the economy have earned them national and international recognition. Starting, growing, and succeeding in women-led businesses are determined by motivational drivers and drivers. Intrinsic Motivators (independence, recognition, satisfication) and extrinsic (earning, security) play a role in the success of women entrepreneurs.

This study aims to see the effect of motivation on the success of women entrepreneurs in IWAPI MSMEs in Bandung. The method used in this research is quantitative. The sample in this study are members of IWAPI who are in the city of Bandung. The analytical technique used in this research is using multiple linear regression analysis and using the classical assumption test and testing the coefficient of determination.

The results showed that the independence sub-variable had the most significant influence ($\beta= 0.261$) and also most respondents felt that their independence was fulfilled (mean=3.78) as well. Based on this, for IWAPI Bandung City women entrepreneurs to become successful women entrepreneurs, it is necessary to continue to maintain the performance of this independence, namely not taking sides and not under the consequences of heavy points or special parties in taking actions and provisions. This research contributes to the consideration for IWAPI women entrepreneurs to establish a performance evaluation system for IWAPI members. The results of this study are closely related to performance management to ensure the goals or objectives of women entrepreneurs have been achieved consistently by increasing the independence of IWAPI members. The results of this study are different from the research conducted by Agarwal and Agrawal (2018), where earning has the most significant influence, whereas in this study, it is concluded that independence has the most significant influence in achieving the success of IWAPI Bandung City members.

Keywords: Independence, Recognition, Earning, Security, Satisfaction, Motivation, Women Entrepreneurs