

WOMEN'S ENTREPRENEURIAL MOTIVATION; A LITERATURE REVIEW

Fajar Saranani*

Faculty of Economics and Business, Halu Oleo University, Kendari, Indonesia. e-mail:
fajarsaranani815@gmail.com

Lapipi

Department of Development Economics, Halu Oleo University, Kendari, Indonesia. e-mail:
lapipi74@yahoo.com

Melati

Lakidende University, Faculty of Economics and Business, Unaaha, Indonesi. e-mail:
ulfaisa09@gmail.com

Abd. Azis Muthalib

Faculty of Economics and Business, Halu Oleo University, Kendari, Indonesia. e-mail:
abdazismuthalib@gmail.com

Muh. Yani Balaka

Faculty of Economics and Business, Halu Oleo University, Kendari, Indonesia. e-mail:
muh.yanibalaka@uho.ac.id

Tri Astuti

Department of Accounting, Faculty of Economics, Muhammadiyah Buton University, Baubau,
Indonesia, e-mail: astutijaudin@yahoo.co.id

Muhamad Irfan Rama

Faculty of Government Administration, Lakidende University, Unaaha, Indonesi. e-mail:
Ramaipank3@gmail.com

Haeruddin Tobigo

Faculty of Economics and Business, Department of Management, Tadulako University, Palu,
Indonesia. e-mail: haeruddin.tbg80@gmail.com

Jamal Mukaddas

Department of Urban and Regional Planning, Lakidende University, Unaaha, Indonesia. e-mail:
jamalmukaddas@gmail.com

Haydir

Lakidende University, Unaaha, Indonesia. e-mail: haydirali.unilaki@gmail.com

Hasddin

Lakidende University, Departement of Urban and Regional Planning, Unaaha, Indonesi. e-mail
hasddinunilaki@gmail.com

*Corresponding Author

ABSTRACT

The research seeks to uncover facts about women's motivation in entrepreneurship. At the end of the study, the discussion focuses on positioning the research which is expected to become the latest research on women's motivation in building businesses. Using the latest journal-based literature study approach. The results of the analysis show that objects or problems need to be followed up as the state of the art in research is to continue discussing women's motivation from a more unique perspective such as single parents, women's motivation in terms of economic transition (challenges) in the household, obstacles and support. entrepreneurship. Second, the researcher's suggestion in uncovering women's motivation in entrepreneurship is to suggest using a qualitative approach, or comparative study with various social characteristics and regional characteristics.

Keywords: Entrepreneurship, Motivation, Women,

INTRODUCTION

The contribution of women in the world of business has been introduced since 1950. Based on McKinsey statistical reports, women who are entrepreneurs have contributed to the world economy, and by 2025 the contribution of women to the world economy will be around US\$12 trillion. In line with this, the State of the Global Islamic Economy Report reports that the entrepreneurial role of women in the economic sector increases the potential contribution to global GDP by up to US\$ 5 trillion. In the Asia Pacific Region, according to McKinsey statistics, women contribute up to US\$4.5 trillion (Indonesian Ministry of Finance, 2021). This data shows that one of the capital and development directions in the future is towards maximizing the role of women in the country's economy and globally.

According to Minniti et al., (2005), the participation of women in entrepreneurship has shown a significant increase in both developed and developing countries. Currently, many women have the desire to be independent (entrepreneurs). The benefits not only increase household income but can create jobs which ultimately contribute to the regional economy at a macro level. This fact encourages scientists to explore this matter in various research. Several studies show the role of women in a country's development. Apart from economic factors, another issue discussed is gender equality, where women can do things that equalize their roles with men in various matters (including entrepreneurship) (Cardella et al., 2020).

Entrepreneurship is not only owned by men, but women are also now starting to be moved to create a business that can be the basis of their lives. The demand for fulfilling economic needs and the economic situation is sometimes uncertain, this situation requires a person to try to meet their needs with various alternatives by building a business. On the one hand, economic growth (an improving economy) is also an opportunity for someone to become an entrepreneur.

Entrepreneurship has an important role in the creation and growth of businesses, as well as having a significant impact on the growth and prosperity of a country, so Baron and Shane, (2008) consider entrepreneurs to be the engine of a country's economic growth. From here, entrepreneurship became the beginning of the emergence of theories and conceptions of entrepreneurship (Frese, 2009). Starting from here, the Government needs to facilitate the spirit of business among its citizens, because entrepreneurship is not only for the economic interests of business actors but is broadly beneficial for the economy of a country.

For example, Indonesian entrepreneurship in the last decade has been quite good. In 2008, the percentage of the Indonesian population who were entrepreneurs was around 0.12% of the total population. This figure is much lower than the minimum percentage of 2% (Alma, 2008; and Munawaroh, 2012). In 2018, entrepreneurs in Indonesia were at 3% (Ulfah, 2021). Currently, Indonesia's entrepreneurship rate is 3.47%, or an increase of more than 100%. However, this achievement is still lower compared to other countries in Southeast Asia. Malaysia has a percentage of the population who are entrepreneurs of around 4.74%, Thailand is 4.26%, and Singapore is the highest, namely 8.76% (Merdeka.com, 2021).

The entrepreneurial sector is one of the business fields that is chosen by many women to prove their ability to do business. Many women have proven themselves capable of becoming entrepreneurs at small, medium, and large business levels, to help their husbands meet the family's economic needs or as a vehicle for activity and creativity in everyday life.

The concept of gender equalizes the roles of women with men, including in terms of age and career. This then means that women no longer only play the role of housewives and depend on their husbands, but also play an active role in various areas of life, both social, economic, and political. Opportunities for national economic development through women's participation are quite likely, apart from risk management abilities, half of the Indonesian population (50%) are women (Rizal, et al., 2016).

The growth trend of entrepreneurship is caused by various things. Summarized from several studies, the classification of a woman's motivation by several studies is quite diverse. Some classify it from internal sources (self), and external, namely from outside the woman. Other sources classify it as a push and pull for interest in entrepreneurship. Irawati & Sudarsono (2020) in their research stated that three main factors motivate women to become entrepreneurs, namely family factors (confidence modalities), intentional factors (emotion modalities), and coercive factors (tension modalities).

REVIEW OF ENTREPRENEURSHIP CONCEPTS

Meanwhile, according to Swasono in Suryana (2014), entrepreneurs are entrepreneurs, but not all entrepreneurs are entrepreneurs. An entrepreneur is a reporter in business, an innovator, and a risk bearer who has a vision for the future and has excellence in achievements in the business sector. From this definition, it means that entrepreneurship is related to a person's enthusiasm, attitude, behavior, and ability to handle businesses and/or activities that lead to efforts to find, create, and apply new ways of working, technology, and products by increasing efficiency to provide better services and or gain greater profits (Barus & Mardi, 2015; and Kasmir, 2008).

Furthermore, Leonardus (2011) is of the view that an entrepreneur is someone who brings resources in the form of labor, materials, and other assets in a combination that adds greater value than before and is also attached to people who bring change, innovation, and new rules. Frese (2009) argues that the actions taken by entrepreneurs are the starting point in entrepreneurship theory. Before deciding to become an entrepreneur, an entrepreneur must recognize his abilities, namely, knowledge and skills regarding the business he will build. Sufficient knowledge and skills have a big impact on directing the concept of entrepreneurship. The emergence of a desire for entrepreneurship can be caused by many factors. Psychologically, motivation or encouragement is a trigger factor for a person's actions or behavior. The power that comes from within a person triggers the enthusiasm to do something and has the tips to make that desire come true (Soeharto, 1997; Suryana, 2006; and Zimmerer & Scarborough, 2008).

Based on the six concepts above, entrepreneurship can be briefly defined as a creative and innovative ability (create new and different) that is used as tips, basics, resources, processes, and struggles to create added value for goods and services carried out with the courage to face risks. Entrepreneurial characteristics consist of 3 types, general characteristics, characteristics of successful entrepreneurs, and characteristics of failed entrepreneurs (Zimmerer and Scarborough (2008). Meanwhile, Zimmerer and Scarborough (2008) revealed the characteristics of an entrepreneur, namely (1) self-confidence, (2) results-oriented (3) daring to take risks (4) the ability to lead (5) future-oriented (6) responsiveness towards change (7) non-consumptive (8) honest, responsible and firm.

WOMEN ENTREPRENEURS (WOMEN ENTREPRENEURS)

Research focusing on women's entrepreneurship began in the early 1980s and a more detailed review of research on women's entrepreneurship can be found in the article by Zimmerer & Scarborough, (2008). Studies of women entrepreneurs initially focused on comparing women's entrepreneurship with men's and contributed to the depiction of women entrepreneurs. Similar to the study conducted by Orhan & Scott (2001) in Zimmerer & Scarborough (2008), there are internal and external factors that encourage women to try. External factors cause women to become entrepreneurs as a means to achieve goals, while internal factors are motivations that cause women entrepreneurs to engage in entrepreneurship as an end in itself.

Berglund et al., (2018) found that women's motivation in trying is to build self-confidence and self-efficacy through the skills they acquire. Women's motivation in trying to act as a means of legitimation. Entrepreneurship not only plays a role in influencing women's perceptions of entrepreneurial activities but also provides space as a category of social entrepreneurs through their connections with like-minded individuals (Barus and Mardi, 2015).

CHALLENGES OF WOMEN IN ENTREPRENEURSHIP

Behind the growth rate of entrepreneurship, there are several challenges and obstacles experienced by women in entrepreneurship. Not all women succeed in building their businesses. Several factors influence it. Based on empirical studies, several factors influence women's business failure (Rizal et al., 2016; Krismastuti; 2016; and Jati; 2009); a) There is no strong motivation to try and develop

their business; b) Minimal experience; c) Minimal business knowledge; d) Limited capital; e) Licensing is complicated and requires quite large costs; and f) Physical ability to work.

Mulawarman et al., (2020) stated that the entrepreneurial challenges experienced by women in Indonesia are having a dual role as mothers and entrepreneurs, lack of knowledge, and lack of skills. Al-Kwafi et al., (2020) continued that the main factors faced by women entrepreneurs (cases in Middle Eastern countries) include: unclear regulations regarding women's business, discriminatory practices, outdated conventions, and prejudiced mindsets. Women entrepreneurs face bureaucratic hurdles that require more of them than their male counterparts. In addition, financial institutions are reluctant to provide adequate capital support to women. To overcome this, women's groups encourage networks of partnerships and collaboration, advocacy, and training that focus on women's entrepreneurship. The important thing is that financial institutions must also be required to be more helpful in supporting women (Al-Kwafi et al., 2020).

Summarized by Galard (2005); Mirghafori et al. (2010); Sarfaraz and Faghih (2011); Okoye (2013); Santoni and Barth (2014); Yogendrarajah and Sebelashe (2015); Raghuvanshi et al., (2017); Panda (2018) states that the obstacles faced by women in entrepreneurship are gender discrimination; conflict between family and work; poor access to resources; lack of training and personality differences; risk awareness; lack of self-confidence and excessive insecurity; lack of education, experience and training opportunities; mobility between regions is limited; lack of support and access to family institutions; lack of financial institutional support or government institutions dealing with entrepreneurship; problems in obtaining financial resources; lack of trust of financial institutions in women; and lack of political support.

Answering the question above (women's contribution to the economy, motivation, and obstacles) is a turning point for reconstructing it again to reveal further the above phenomenon. Referring to the opinion of Cardella et al., (2020) and other research support, there are at least seven important issues (clusters) in women's entrepreneurship, namely: 1) Motivation and factors that influence women's entrepreneurship; 2) Barriers to women's entrepreneurship; 3) The role of human and social capital in the growth of women's businesses; 4) Culture and gender differences; 5) Family support and pregnancy management; 6) Linking social entrepreneurship and women's empowerment; and 7) Feminist point of view. These seven issues then provide recommendations for future research to enrich knowledge about women's entrepreneurship which is useful for the development and progress of entrepreneurship both from the management aspect (internally) and from policies to increase the role of women's entrepreneurship in the economy of a region, country and even globally.

STUDY OF WOMEN'S ENTREPRENEURIAL MOTIVATION

Mulawarman et al., (2020) in their research stated that in general the factors that motivate a woman to become an entrepreneur are: maximizing her hobby or ability; having a desire to be independent; doing something that benefits society; requires flexibility; self-fulfillment; seeing and being inspired by someone; increase family income; lack of employment opportunities; and have inadequate family income. Next, summarized by Kumar & Patrick (2018); Solesvik et al., (2018); Zhang & Zhang (2019); Isnaini & Putra (2020); Irawati & Sudarsono (2020); Al-Kwafi et al.,

(2020); Džananović & Tandir (2020); Sibanda (2020); Untarini et al., (2021); Nirmala & Wijayanto (2021); Mawaddah & Putra (2021); Hind & Azdimousa (2021); Ingalagi et al., (2021); Martínez Rodríguez et al., (2021); and Shah et al., (2021) that the things that motivate women to make entrepreneurial decisions are grouped into two major factors, namely internal factors as pullers and external factors as pushers. Internal factors as attractors in question are personal will for the soul (self-potential) of the business; family factors (increasing income) or confidence modalities; personal interests (value and prestige); employment Opportunity; business technical knowledge or skills; entrepreneurial experience; limited family background; capital availability; desire for independence; pressing needs (single parent); desire for power (leading one's own company); have perseverance and can overcome challenges; wants to create jobs; want to be close to parents (for those who work in companies with high routine); time flexibility; managed businesses (UMKM) are easy to manage; and social injustice and male societal hegemony (for housewives or single parents).

External factors (from outside women) as drivers of women's motivation to become entrepreneurs include good entrepreneurial organizational life; gaining recognition (value and integrity); capital support; enthusiasm for independence so as not to depend on other people or other parties (companies); strong encouragement and family support; job dissatisfaction (for employees); and freedom in work. Another driving factor that motivates women to become entrepreneurs is referred to by Irawati & Sudarsono (2020); Kumar & Patrick (2018); Solesvik et al., 2018; Zhang & Zhang (2019); Isnaini & Putra (2020); Irawati & Sudarsono (2020); Al-Kwifl et al., (2020); Džananović & Tandir (2020); Sibanda (2020); Untarini et al., (2021); Nirmala & Wijayanto (2021); Mawaddah & Putra (2021); Hind & Azdimousa (2021); Ingalagi et al., (2021); Martínez Rodríguez et al., (2021); and Shah et al., (2021) are: balance of professional and personal life; partner ties (cooperative support); mentor bond (guidance); human resources (available employees); potential markets or business opportunities; good economic conditions; desire to contribute to society and the country; entrepreneurial culture; social support (gender equality or justice and protection of women); and government support.

Push factors are related or interconnected with financial needs and conditions so that they seem to "force" women (housewives) to play a role in meeting family needs. The pull factors identified are family factors to create opportunities to change the level of the family, and the desire to have a business that ultimately contributes to society and the country (Ismail et al., (2021).

The factors that motivate women to become entrepreneurs mentioned above are seen as supporting factors for business success. With strong encouragement, it makes a woman strong enough to try. This is supported by research by Khan et al., (2021) that the need for achievement has a significant positive effect on the success of female entrepreneurs; risk-taking has a significant and positive effect on the success of female entrepreneurs; Self-confidence has a significant and positive impact on the success of female entrepreneurs; Economic factors have a significant and positive effect on the success of women entrepreneurs. This means that the need for achievement, courage to take risks, self-confidence, and economic factors are the determining factors for a woman's entrepreneurial success.

STATE OF THE ART

In accordance with the results of the analysis from previous studies, a research position (state of the art) was obtained as well as a guide for researchers in interpreting research results. The state of art construct for future research is presented in Table 1 below,

Table 1. Research Constructs in Positioning Future Studies

Study Cluster	Supporting Research	Item (Variable/Analysis Focus)	Research Suggestions
Motivation and factors influencing women's entrepreneurship	Irawati & Sudarsono (2018); Kumar & Patrick (2018); Solesvik <i>et al.</i> , (2018); Zhang & Zhang (2019); Al-Kwifit <i>et al.</i> , (2020); Džananović & Tandir (2020); Meyer & Hamilton (2020); Mulawarman <i>et al.</i> , (2020); Sibanda (2020); Irawati & Sudarsono (2020); Isnaini & Putra (2020); Hind & Azdimousa (2021); Ingalagi <i>et al.</i> , (2021); Khan <i>et al.</i> , (2021); Ismail <i>et al.</i> , (2021); Martínez-Rodríguez <i>et al.</i> , (2021); Shah <i>et al.</i> , (2021); Untarini <i>et al.</i> , (2021); Mawaddah & Putra (2021); Nirmala & Wijayanto (2021)	Entrepreneurial decision making (choice), Motivation (push and pull), Law and policy, Business network (collaboration), Challenges/difficult times, and Satisfaction and prestige	<ol style="list-style-type: none"> 1. Motivation and the transition process in men 2. Analysis of entrepreneurial behavior by basic economic, social, and cultural characteristics for policymaking 3. Analyze the impact of entrepreneurial choices 4. Analyze further based on regional, socio-economic, and cultural diversity 5. Consider different business levels 6. Analyze barriers to entrepreneurship according to gender 7. Analyze differences in intentions and behavior that motivate women to become entrepreneurs 8. Need to reflect on the obstacles they face to develop their business based on influencing factors or entrepreneurial motivation. 9. From the methodological aspect: Quantitative approach (test between
Barriers to women's entrepreneurship	Galarad (2005); De Carolis <i>et al.</i> , (2009); Mirghafori <i>et al.</i> , (2010); Sarfaraz & Faghih (2011); Davis & Shaver (2012); Kirby & Ibrahim (2011); Salamzadeh <i>et al.</i> , (2013); Okoye (2013); Santoni & Barth (2014); Yogendrarajah & Semasinghe (2015); Gautam & Mishra (2016); Raghuvanshi <i>et al.</i> , (2017); Kapinga & Montero (2017); Raghuvanshi <i>et al.</i> (2017); Panda (2018); Abou-Moghli & Al-Abdallah (2019); Cardella <i>et al.</i> , (2020); Al-Shami <i>et al.</i> , (2019); Al-Kwifit <i>et al.</i> , (2020); Shah <i>et al.</i> , (2021); Martínez-Rodríguez <i>et al.</i> , (2021); Khan <i>et al.</i> , (2021);	Barriers, Business, Challenges, Developing Countries, Economic Development, Empowerment, Family Business, Gender Equality, Microcredit (capital), Microfinance, Risk Management, Motivation, Performance, Women and Female Entrepreneurs	
The Role of Human and Social Capital in Women's Business Growth	Brush <i>et al.</i> , (2002); Aldrich & Cliff (2003); Kirkwood (2007); Álvarez <i>et al.</i> , (2012); Klyver & Schenkel (2013); Ventura Fernández & Quero Gervilla (2013); Millán <i>et al.</i> , (2014); Dawson & Henley (2015); dan Sallah & Caesar (2020); Ingalagi <i>et al.</i> , (2021); Cardella <i>et al.</i> , (2020); and Brush <i>et al.</i> , (2017)	Gender Gap, Growth, Human Capital (Education and training), Innovation, Small Business, Social Capital, and Social Networks	

Culture and gender differences	Mazzarol <i>et al.</i> , (1999); Krueger <i>et al.</i> , (2000); Rotefoss & Kolvereid (2005); De Clercq & Arenius (2006); Wilson <i>et al.</i> , (2007); Langowitz & Minniti., (2007); Kirkwood (2009); Petridou <i>et al.</i> , (2009); Yordanova & Tarrazon (2010); Robb & Watson (2012); Centindamar <i>et al.</i> , (2012); Shinnar <i>et al.</i> , (2012); Griffiths <i>et al.</i> , (2013); Rubio-Bañón & Esteban-Lloret (2016); Hoyt & Murphy (2016); Eden & Gupta, (2017); Kalafatoglu & Mendoza (2017); dan Mand <i>et al.</i> , (2018)	Culture, Interest in Entrepreneurship, Entrepreneurship Education, Gender Differences, Self Efficacy, and Entrepreneurship	variables); Test variables when transitioning to a previous career; Need to explore qualitatively to get a more comprehensive picture (in-depth interviews); use of mixed methods; Increasing informants; The subject of analysis is the diversity of business groups with diverse socio-economic backgrounds; Comparative (comparative) studies; Longitudinal data collection to describe the transition from start to business development; Consider building a new theory
Family support and pregnancy management	Jennings & McDougald (2007); Chang <i>et al.</i> , (2009 & 2012); Mishra (2015); Shen <i>et al.</i> , 2017; dan Cardella <i>et al.</i> , 2020	Discrimination, Entrepreneurship, Family, Finance, Gender, and Motherhood	
Linking social entrepreneurship and women's empowerment	Themudo, 2009; Van Ryzin <i>et al.</i> , (2009); Teasdale <i>et al.</i> (2011); Alam <i>et al.</i> (2011); Dorado & Ventresca (2013); Hechevarría <i>et al.</i> , (2012); Kyalo & Kiganane (2014); Zou (2015); Thébaud (2015); Kuschel & Lepeley (2016); Nicolás & Rubio (2016); Muntean & Ozkazanc-Pan (2016); dan Rembula <i>et al.</i> , (2016)	Women's Entrepreneurship, Leadership, Motivation, Social Entrepreneurship, and Work-Life Balance,	
Feminist point of view	Fischer <i>et al.</i> , (1993); Holmquist & Sundin (2002); Watson & Robinson (2003; Kelley <i>et al.</i> , (2017); dan Berglund <i>et al.</i> , 2018)	<i>Feminism, Identity, Neoliberalism, Policy, and Postfeminism</i>	

Based on the mapping of previous research along with weaknesses and suggestions for further research recommended by previous research, the latest research is obtained, namely:

1. The objects/problems studied include:
 - a. Motivation (Push and Pull) for entrepreneurship
 - b. Description of the transition period (challenges)
 - c. Barriers and support to entrepreneurship
2. The methodology is:
 - a. Use of qualitative research techniques
 - b. Comparative studies and their subjects/informants are expanded according to region, business classification (which has implemented business management), and social culture.

REFERENCE

[1] Al-Kwifi, O.S., Khoa, T. Tien., Ongsakul, V & Ahmed, Zafar U. (2020). Determinants of female entrepreneurship success across Saudi Arabia. *Journal of Transnational Management*, 25(1), 3–29.

- [2] Alma, B. (2008). *Kewirausahaan*. Alfabeta. Bandung.
- [3] Baron, R. A., & Shane, S (2008). *Entrepreneurship: A Process Perspective*. Mason, OH: Thomson/South-Western.
- [4] Barus, E.S. & Mardi, R.W. (2015). Analisis Faktor- Faktor Yang Memotivasi Wanita Berwirausaha (Studi Kasus Pada Pengusaha Salon Kecantikan di Kecamatan Medan Kota). ASEAN Comparative Education Research Network Conference 2015, 7-8 Oktober 2015, Malaysia, p. 1239-1265.
- [5] Berglund, K., Ahl, H., Pettersson, K., & Tillmar, M. (2018). Women's entrepreneurship, neoliberalism and economic justice in the postfeminist era: a discourse analysis of policy change in Sweden. *Gender Work Organ*, 25, 531–556
- [6] Cardella, G.M., Hernández-Sánchez, B.R., & Sánchez-García, J.C. (2020). Women Entrepreneurship: A Systematic Review to Outline the Boundaries of Scientific Literature. *Front. Psychol*, 11(1557), 1-18 doi: 10.3389/fpsyg.2020.01557
- [7] Džananović, D & Tandir, N. (2020). Motivational and Limiting Factors for Female Entrepreneurship. *Journal for Research in Economics*, 3(1), 1-8.
- [8] Frese, M. (2009). Toward a Psychology of Entrepreneurship-An Action Theory Perspective. *Noe The Essense of Knowledge, Foundations and Trends R in Entrepreneurship*, 5(6), 435-494.
- [9] Galard, P. (2005). The efficient factors affecting the development of women entrepreneurship in Iran. *Women Res*, 13, 101–123.
- [10] Hind, T & Azdimousa, H. (2021). Women Entrepreneurship in the MENA Region: Factors Influencing Entrepreneurial Motivation. *International Journal of Financial Accountability Economics Management and Auditing*, 3(3), 264-271.
- [11] Ingalagi, S.S., Nawaz, N., Ur-Rahiman, H., Hariharasudan, H. & Hundekar, V. (2021). Unveiling the Crucial Factors of Women Entrepreneurship in the 21st Century. *Social Sciences*, 10(153), 2-12.
- [12] Irawati, S.A & Sudarsono, B. (2020). Faktor Yang Memotivasi Perempuan Dalam Berwirausaha Pada Umkm Kerupuk Sanggar di Kecamatan Kwanyar Kabupaten Bangkalan. *Jurnal Distribusi*, 8(2), 163-172.
- [13] Ismail, N. Nadiyah Hanim M., Nasir, M. Khalid M., & Rahman, R., et al (2021). Factors That Influence Women to Be Involved in Entrepreneurship: A Case Study in Malaysia. *Creative Education*, 12, 837-847.
- [14] Isnaini & Putra, Y. Y. (2020). Dinamika Motivasi Entrepreneur pada Perempuan. *Jurnal Pendidikan Tambusai*, 4(3), 2469-2473.
- [15] Jati, W. (2009). Analisis Motivasi Wirausaha Perempuan (Wirausahawati) Di Kota Malang. *Jurnal Humanity*, 4(2), 141-153.
- [16] Kasmir. (2008). *Kewirausahaan*. PT Raja Grafindo. Jakarta.
- [17] Khan, R.U., Salamzadeh, Y., Shah, S.Z, Ali., & Hussain, M. (2021). Factors affecting women entrepreneurs' success: a study of small- and medium-sized enterprises in emerging market of Pakistan. *Journal of Innovation and Entrepreneurship*, 10(11), 1-21.

- [18] Krismastuti, I.A. (2016). Hubungan Faktor-Faktor Motivasi Dengan Perilaku Wanita Wirausaha. Departemen Agribisnis Fakultas Ekonomi Manajemen Institut Pertanian Bogor. Bogor.
- [19] Kumar, R. Sunil., & Patrick, H. Andrew. (2018). Motivating Factors That Influence Women Entrepreneurs. *International Journal of Research in Business Management (IMPACT: IJRBM)*, 6(4), 65-80.
- [20] Leonardus, S. (2011). *Kewirausahaan (Teori, Praktik, dan Kasus-Kasus)*. Salemba Empat. Jakarta.
- [21] Martínez Rodríguez, I., Quintana Rojo, C., Gento, P., & Callejas Albiñana, Fernando Evaristo. (2021). Public policy recommendations for promoting female entrepreneurship in Europe. *International Entrepreneurship and Management Journal*, under exclusive licence to Springer Science+Business Media, LLC, part of Springer Nature, p. 1-28. <https://doi.org/10.1007/s11365-021-00751-9>
- [22] Mawaddah, R. Mariratul & Putra, Y. Yeltas. (2021). Motivasi Berwirausaha Pada Perempuan Minang Yang Merantau. *Nusantara: Jurnal Ilmu Pengetahuan Sosial*, 8(1), 289-294.
- [23] Merdeka.com. 2021 Number of Indonesian Entrepreneurs Far Below Malaysia and Thailand (Tebit Saturday, 17 April 2021 17:00), <https://www.merdeka.com/uang/nomor-wirausaha-indonesia-jauh-di-bawah-malaysia-dan-thailand.html>. Accessed August 1, 2021.
- [24] Ministry of Finance of the Republic of Indonesia (RI). 2021. This is the Contribution of Women to the National Economy. <https://www.kemenkeu.go.id/publikasi/berita/ini-kontribusi-perempuan-dalam-economic-national/>. Accessed 03 July 2021.
- [25] Minniti, M., Arenius, P., & Langowitz, N. (2005). Report on Women and Entrepreneurial. In *Global Entrepreneurship Monitor*, Babson Park, MA: Center for Women's Leadership at Babson College, Florida USA.
- [26] Mirghafoori, H., Tooranloo, H., and Taheridemneh, M. (2010). Investigating the barriers of women's entrepreneurship in Iran society. *Journal Managem Transform*, 2, 47–64. doi: 10.22067/pmt.v1i2.2883.
- [27] Mulawarman, L., Hasan, H., & Sharif, S. Mohamad. (2020). Motivations and Challenges of Women Entrepreneurs: The Indonesian Mumpreneur Perspective. *European Journal of Molecular & Clinical Medicine*, 7(6), 3060-3074.
- [28] Munawaroh, M. (2012). Faktor-Faktor Yang Memotivasi Wanita Menjadi Pengusaha (Studi Pada Pengusaha Wanita Anggota IWAPI DIY). *Jurnal Ilmu Manajemen*, 2(1), 32-43. doi: <https://doi.org/10.32502/jimn.v2i1.333>.
- [29] Nirmala & Wijayanto, W. (2021). Minat Berwirausaha Kaum Wanita di Kota Purwokerto. *Ekonomis: Journal of Economics and Business*, 5(1), 282-290.
- [30] Okoye, C. (2013). Women entrepreneurship development, sustainable livelihoods and microfinancing in Nigeria. *Afr. J. Dev. Res. Entrepreneurship*, 2(1). Available online at: <https://www.researchgate.net/publication/292159658>
- [31] Panda, S. 2018. Constraints faced by women entrepreneurs in developing countries: review and Ranking. *Gender Managem*, 33(4). doi: 10.1108/GM-01-2017-0003

- [32] Raghuvanshi, J., Agrawal, R., & Ghosh, P. K. (2017). Analysis of barriers to women entrepreneurship: the DEMATEL approach. *Journal Entrepreneurship*, 26, 220–238. doi: 10.1177/0971355717708848
- [33] Rizal, Muhammad., Setianingsih, Dias., & Chandra, Riny. (2016). Faktor-Faktor yang Mempengaruhi Wanita Berwirausaha (Studi Kasus di Kota Langsa). *Jurnal Manajemen dan Keuangan*, 5(2), 525-534
- [34] Santoni, J., & Barth, I. (2014). Le rôle du réseau dans le développement de l'entrepreneuriat féminin: cas d'un centre entrepreneurial au sein d'une business school. @GRH, 2, 81–113. doi: 10.3917/grh.142. 0081
- [35] Sarfaraz, L., & Faghih, N. (2011). Women's entrepreneurship in iran: a GEM based-data evidence. *Journal Global Entrepreneurship Res.* 1, 45–57. Available online at: <https://pdfs.semanticscholar.org/049c/be08f3e9bb7582263f89672c12e030704377>
- [36] Shah, F.U.H., Fatima, U., Ahmad, M., Saeed, A.A.R., Riaz, M.U., & Ghafoor. F. (2021). Factors Affecting Women Entrepreneurship and its impact on SMEs Development. *International Journal of Innovation, Creativity and Change*, 15(7), 228-252.
- [37] Sibanda, K. (2020). An empirical study of Women Entrepreneurship motivational factors in Botswana. *International Journal of Business, Management & Economics Research*, 1(2), 1-14.
- [38] Soeharto, P. (1997). *Kewirausahaan*, CV. Alfabeta. Bandung.
- [39] Solesvik, M., Iakovleva, T., & Trifilova, A. (2018). Motivation of Female Entrepreneurs: A Cross-National Study. *Journal of Small Business and Enterprise Development*, 26(5), 684-705.
- [40] Suryana (2006). *Kewirausahaan Pedoman Praktis: Kiat dan Proses Menuju Sukses*, Edisi Ketiga. Penerbit Salemba. Jakarta.
- [41] Suryana. (2014). *Kewirausahaan*. Salemba Empat. Jakarta.
- [42] Ulfah, M. (2021). Motivasi Berwirausaha Generasi Millennial. *Jurnal Akuntabel*, 18(2), 336-345.
- [43] Untarini, N., Sayyida., & Seno, D. N. (2021). Women's Transition to Entrepreneurs from Professional and Managerial Careers in Organizations. *Binus Business Review*, 12(1), 63-73.
- [44] Yogendrarajah, R., & Semasinghe, D. (2015). Micro credit is a tool for women entrepreneurship development. *Journal Mathemat. Syst. Sci*, 5, 385–390. doi: 10.17265/2159-5291/2015.09.005
- [45] Zhang, Xuan & Zhang, Xuemei. (2019). Influential factors and motivations for female entrepreneurs in China. (Master's Thesis), Department of Business Studies Uppsala University. Stockholm-Sweden.
- [46] Zimmerer, N.M & Scarborough T. (2008). *Kewirausahaan dan Manajemen Usaha Kecil*. Penerbit Salemba Empat. Jakarta.