

**ANALYZING YOUNG WOMEN'S MOTIVATING FACTORS TO BECOME ENTREPRENEURS
IN NORTH SULAWESI (STUDY ON WOMAN UNIVERSITY STUDENTS IN MANADO)**

**ANALISIS FAKTOR-FAKTOR YANG MEMOTIVASI WANITA MUDA UNTUK MENJADI
WIRAUSAHAWAN DI SULAWESI UTARA (STUDI PADA MAHASISWA
UNIVERSITAS WANITA DI MANADO)**

Oleh:

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Abstract: The research objective are: to analyze various factors that motivates young women to become entrepreneur in North Sulawesi. This research type is causal uses quantitative type of research. This study is conducted in Faculty of Economics and Business Sam Ratulangi University at Manado. This research was held at 2018. This research use university students as respondents. Sample of this research are 60 respondents. Data analysis using validity and reliability test and regression analysis and hypothesis test. This research finding are: based on the results of hypothesis testing in particular the model of the research found that the research model consisting of: need for achievement, need for affiliation, need for autonomy, and need for domination simultaneously and partially has a positive and significant influence on motivation to become woman entrepreneur. Suggestions are: for women who are interested in becoming entrepreneurs, they must pay attention to various things that can motivate themselves to become entrepreneurs, including need for achievement, need for autonomy, need for autonomy and need for need for domination; the government and related parties in encouraging gender-based entrepreneurs or women to become new entrepreneurs must pay attention to the findings of this research where it is necessary to encourage motivation to become entrepreneurs among women, namely need for achievement, need for affiliation, need for autonomy and need for need for domination.

Keywords: *motivation, women entrepreneur, need for achievement, need for affiliation, need for authority, need for domination, university students, Manado*

Abstrak: Tujuan penelitian adalah: menganalisis berbagai faktor yang memotivasi perempuan muda untuk menjadi pengusaha di Sulawesi Utara. Jenis penelitian ini adalah kausal menggunakan jenis penelitian kuantitatif. Penelitian ini dilakukan di Fakultas Ekonomi dan Bisnis Universitas Sam Ratulangi di Manado. Penelitian ini diadakan pada tahun 2018. Penelitian ini menggunakan mahasiswa sebagai responden. Sampel dari penelitian ini adalah 60 responden. Analisis data menggunakan uji validitas dan reliabilitas serta analisis regresi dan uji hipotesis. Temuan penelitian ini adalah: berdasarkan hasil pengujian hipotesis khususnya model penelitian menemukan bahwa model penelitian terdiri dari: kebutuhan akan prestasi, kebutuhan akan afiliasi, kebutuhan akan otonomi, dan kebutuhan akan dominasi simultanous dan partiallya memiliki nilai positif dan pengaruh signifikan terhadap motivasi untuk menjadi wirausaha perempuan. Saran adalah: bagi perempuan yang tertarik untuk menjadi pengusaha, mereka harus memperhatikan berbagai hal yang dapat memotivasi diri untuk menjadi wirausaha, termasuk kebutuhan untuk berprestasi, kebutuhan akan otonomi, kebutuhan akan otonomi dan kebutuhan akan dominasi; pemerintah dan pihak terkait dalam mendorong wirausahawan berbasis gender atau perempuan untuk menjadi wirausaha baru harus memperhatikan temuan penelitian ini di mana perlu untuk mendorong motivasi untuk menjadi wirausahawan di kalangan perempuan, yaitu kebutuhan untuk pencapaian, kebutuhan akan afiliasi, kebutuhan akan otonomi dan kebutuhan akan dominasi.

Kata Kunci : *motivasi, wirausahawan wanita, kebutuhan berprestasi, kebutuhan afiliasi, kebutuhan kemandirian, kebutuhan dominasi, mahasiswa perguruan tinggi, Manado*

INTRODUCTION**Research Background**

In today's complex economic environment, entrepreneurship and innovation have been key in establishing a new status quo that shies away from the Pareto efficiency model. As the famous economist Joseph Alois Schumpeter said: "Carrying out innovations is the only function which is fundamental in history." Had he been alive today, Shumpeter would've witnessed his "entrepreneurship theories" come to life, as the landscape of today's economy accommodates more startups and entrepreneurs and more VCs. Entrepreneurs matter because entrepreneurs improve economies and people's lives by creating jobs, developing new solutions to problems, creating technology that improves efficiency, and exchanging ideas globally.

In the US alone, the number of on-campus entrepreneurship programs offered in universities has increased from 180 to 2000+ between 1990 and 2014. 27 million Americans are starting or running new businesses. It comes as no surprise that the US itself tops the Global Entrepreneurship Index (GEI) due to its attractive ecosystem, resources and infrastructure. On a global scale, top performing countries present in the same list include, Switzerland, Canada, Sweden, Denmark, Australia, UK and Ireland, Netherlands. The United Arab Emirates ranks 19th with an index of 58.8 (GEI, 2018).

According to Global Entrepreneurship Index, Indonesia held in ranks 94, below other South East Asian Country or ASEAN. Vietnam ranks 87, Philippines ranks 84, Thailand ranks 71, Malaysia ranks 58, Brunei Darussalam ranks 53, Singapore 27 from 137 countries that survey from Global Entrepreneurship and Development Institute from Washington USA (GEI, 2018).

There are many problems that cause entrepreneurship in Indonesia is still less developed both in terms of quantity and quality of entrepreneurs, such as mentality, and ecosystem. The problem of entrepreneurial mentality, where for young Indonesians, who grew up in the late 1990s and the early 2000s, the education system did not give what was needed to become aspiring entrepreneurs.

Indonesian education system is, or was, only about telling students what to memorize and what to write. With that kind of education, it was very hard for students to grow as someone who was keen to produce new ideas and concepts, courageous in taking risks and adaptable to changes in an ever-changing world. This is contrary to the kind of education system that has been enjoying for many decades. In those countries, students are encouraged to come up with brave and different ideas. Teachers are trained to inspire lively discussions, challenging their students to solve real-life problems. This in the end helps to produce bright young people who are ready to face the real world.

Research Objectives

The problems formulated in this study as follows, which are to identifies:

1. To analyze various factors that motivates young women to become entrepreneur in North Sulawesi.

THEORITICAL FRAMEWORK**Entrepreneurship**

One of the classic definitions of entrepreneurship is: "Entrepreneurship is the process of creating or acquiring and pursuing opportunities according to the resources under control (Timmons, in Senges, 2007) According to the European Commission (EC, 2003) states that entrepreneurship is an attitude that reflects the motivation and capacity of individuals to identify opportunities and pursue them, in order to generate new value or economic success. Entrepreneurship includes the discovery of opportunities and resources to work on those opportunities. There are three important themes in the definition of entrepreneurship (Robbins & Coulter, 2017): (1) Chasing opportunities. Entrepreneurship is about pursuing environmental tendencies and changes that are not seen or noticed by others; (2) Innovation. Innovation is the second most important theme in entrepreneurship. Entrepreneurship involves change, revolution, transformation, and the introduction of a new approach, a new product or service or a new way of doing business; (3) Growth. The last important theme in entrepreneurship is growth. Entrepreneurs pursue growth. They are not satisfied if they remain small or remain the same size. Entrepreneurs want their businesses to grow and work very hard to pursue growth as they continue to see trends and innovate in new product areas and new approaches.

Entrepreneur

The term entrepreneur is derived from a French root meaning between taker or go-between (Alma, 2010). Entrepreneur consists of three syllables, namely: entre, pre, and neur. According to its Latin roots, entre (English: enter) meaning to enter, pre (English: pre) means before, and neur (English: nerve) means nerve / nerve center. Thus, an entrepreneur is defined as someone who enters the business world (any business or business) just in time to form or change the nerve center of the business substantially (Shefsky, 2000). Some literature, scientists, researchers have tried to define this entrepreneur (entrepreneur).

Entrepreneurs, play an important role in the economic development of a region, nation and state. The entrepreneurial figure emphasizes that they play an important role in the economy higher and exceed the role played by managers and owners of capital. The economic function of the entrepreneur gives us a sign of how important their role as a development agent. Based on this, the entrepreneur is responsible for the progress of business and business; they give dynamics to economic activity in their area; managing organizational and technical changes; and also promote the culture of innovation and learning in the environment (Liñán, 2008).

Woman Entrepreneur

Entrepreneurship development, influenced by several background factors, such as personality, environment, education and gender. In some studies (Lüthje & Franke, 2003; Ramayah & Harun, 2005; Zhao, Seibert, & Hills, 2005), summed up the positive role of personality and environmental support to the desire for entrepreneurship. While the element of gender, or differences in men and women in determining a person's desire to realize their business, some research results as well as a survey of several survey institutes, national and international shows that men are still more dominant in business management than women, especially in developing countries (Tambunan, 2009)s.

Entrepreneur Motivation Need for Achievement

Need for achievement Referring to the motivational theory of McClelland (McClelland, 1961)), the need for achievement is one critical factor that determines the level of one's performance. McClelland states that someone who has a need for high achievement has a strong desire for success.

According to McClelland, there are three attributes attached to a person who has a need for high achievement, namely (McClelland, 1961): (a) likes personal responsibility in making decisions, (b) willing to take risks in accordance with his ability, and (c) have the interest to always learn from the decision which has been taken.

Need for Affiliation

Basically, the need for affiliation relates to the maintenance of a warm and friendly attitude in dealing with others. Indarti and Wulandaru (2003) provided a comprehensive framework for researching the motives of affiliation by identifying four reasons a person engages in social contact, namely positive affect, attention or praise, emotional support and social comparison social comparison). In general, a person with a high need for affiliation is not related to the completion of the task unless the completion of the task is a prerequisite for building interpersonal relationships. Some studies have found that people with moderate affiliation needs tend to be effective managers or assistants than those who have low or high affiliation needs (Indarti and Wulandaru, 2003).

Need for Autonomy

In the Edward Personal Preference Schedule, autonomy is defined as "to avoid doing responsibilities and obligations" (Indarti and Wulandaru, 2003). According to Murray (1938), the need for autonomy will control those who do not want him to lead or be led, people tend to want to work in his own way, unaffected and not encouraged by others and this need arises as rebellion against or escape from the control of others. People with a high need for autonomy usually prefer self-employment, more indifferent to the opinions and rules of others, and prefer to make their own decisions (Indarti and Wulandaru, 2003).

Need for Domination

The drive to dominate is present in one's desire to control the emotions and behaviors of others. People with a need for high dominance tend to seek opportunities to lead and prefer controlling people and other affairs (Murray, 1938) Furthermore, that people with a need for high dominance will always keep or strive for control

to influence so that as a result a hierarchical situation as found in large and complex organizations would be suitable for such a person. Research in this field finds that people who become top leaders in a business are usually motivated by the need for high dominance. By becoming a business owner, an entrepreneur will have a high dominance in the company, because of the authority it has. Conversely, employees are only given limited authority to perform the tasks assigned to them.

Conceptual Framework

The research model describes the relationship between two variables which are independent variables and dependent variables seen in Figure 1.

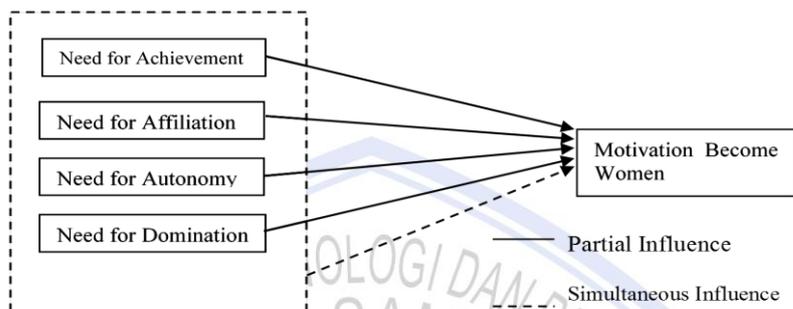


Figure 1. Conceptual Framework

Source : *Data Analysis Method (2018)*

RESEARCH METHOD

Type of Research

Research methodology is commonly defined as a way or method to thinking and prepared to complete the research and reach the goal of the research. In this study the writer uses causal research. Hair *et al.*, (2010) stated that primary focus of causal research is to obtain data that enables researchers to asses "cause-effect" relationship between two or more variables. This study wants to get the information about the young women entrepreneur from university students.

Place and Time of Research

This research is conducted in Manado, North Sulawesi, Indonesia. More specifically in the Faculty of Economic and Business, University of Sam Ratulangi. This research will be held at November, 2018 and use the university students as informant.

Population and Sample

Population and sample are very important in conducting a research. According to Ary (2002) a population is defined all members of any welldefined class of people, events or objects. While Sekaran and Bougie (2010) pointed out that population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. And according to Sugiyono (2017), the population is groups of subject that is determined by the researchers to be studied and drawn the conclusions. The number of population greatly affects the course of population. If it is large, researcher will likely find some difficulties in conducting the research, for examples; limited funds, energy and time. To overcome these problems, researcher may take the sample.

This research uses purposive sampling which is part of nonprobability sampling. Sekaran and Bougie (2009) explained that purposive sampling is type of sampling which is confined to specific types of people who can provide the desired information, either because they are the only ones who have it, or conform to some criteria set by the researcher. Sample are FEB woman students with total 60 respondents participate in this study.

Data Analysis Method

When more than one X variable is used, the outcome is a function of multiplepredictors. Simple and multiple prediction are made with a technique called regression analysis, Sekaran and Bougie (2009) stated that

multiple regression analysis provide relationship between the independents variables and the dependents variable, the regression coefficients indicate the relative importance of each of the independent variables in the prediction of the dependent variable. The formula of multiple regression models in this research is shown below:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + e$$

Where :

Y	:	Motivation to Become Women Entrepreneur
a	:	The Constant, when all the independent variable equal to 0
b ₁ ,b ₂ ,b ₃ ,b ₄	:	The regression coefficient of each variable
x ₁	:	Need of Achievement
x ₂	:	Need of Affiliation
x ₃	:	Need of Autonomy
x ₄	:	Need of Domination
e	:	errors

RESULT AND DISCUSSION

Result

The respondent of this research taken are 60 respondents, description of respondents of this research describe in Table 1 below.

Table 1.Respondents Research Characteristic Description

Num.	Descr.	Category	Freq	Per cent (%)
1.	Gender	Female	60	100
2.	Age (years old)	< 20	34	56,7
		21-23	13	21,6
		23-25	10	16,7
		> 25	3	5
TOTAL			60	100

(Source: Processed Data, 2018)

According to Table 1. respondents are: female 60 respondents (100%) of total 60 respondents, age less than 20 years old 34 respondents (56,7%) from total 60 respondents. This result indicate that respondents dominated by female, young age.

Validity and Reliability Test

Table 2. below are the result of validity test research questionnaire used as guidelines to measure the level of variables in this study. Measurements must measure actually was measured with a validity test and, measuring accurately measured by reliability test (Hartono, 2012).

Table 2.Validity Test Results

Variables	Indicators	Pearson Correlation	Sig.	Explan	Cronbach Alpha	Explan
Need for achievement (X ₁)	X _{1.1}	0,854	0,000	Valid	0,936	Reliabel
	X _{1.2}	0,945	0,000	Valid		
	X _{1.3}	0,906	0,000	Valid		
	X _{1.4}	0,849	0,000	Valid		
	X _{1.5}	0,912	0,000	Valid		
Need for affiliation (X ₂)	X _{2.1}	0,720	0,000	Valid	0,838	Reliabel
	X _{2.2}	0,909	0,000	Valid		
	X _{2.3}	0,858	0,000	Valid		
	X _{2.4}	0,760	0,000	Valid		
	X _{2.5}	0,683	0,000	Valid		
Need for autonomy	X _{3.1}	0,903	0,000	Valid	0,962	Reliabel

(X ₃)	X _{3.2}	0,978	0,000	Valid		
	X _{3.3}	0,906	0,000	Valid		
	X _{3.4}	0,926	0,000	Valid		
	X _{3.5}	0,951	0,000	Valid		
	Need for domination	X _{3.1}	0,875	0,000	Valid	
(X ₄)	X _{3.2}	0,971	0,000	Valid	0,952	Reliabel
	X _{3.3}	0,896	0,000	Valid		
	X _{3.4}	0,890	0,000	Valid		
	X _{3.5}	0,953	0,000	Valid		
	Motivation	Y _{1.1}	0,912	0,000	Valid	
(Y)	Y _{1.2}	0,958	0,000	Valid		
	Y _{1.3}	0,970	0,000	Valid	0,97	Reliabel
	Y _{1.4}	0,939	0,000	Valid		
	Y _{1.5}	0,949	0,000	Valid		

Source: Processed Data, 2018

According to Table 2. shows the whole items of questions for the variable. As the results X1.1 to X1.5 variables, the value of R is higher than 0,232, as well as the value of critical value (> CR) which is 0,30. In term of identifying the indicator on the convenience, it is being already valid. According to Table 4.2 shows the whole items of questions for the variable. As the results X2.1 to X2.5 variables, the value of R is higher than 0,232, as well as the value of critical value (> CR) which is 0,30. In term of identifying the indicator on the E-Word of Mouth Communication, it is being already valid. According to Table 4.2 shows the whole items of questions for the variable. As the results X3.1 to X3.5 variables, the value of R is higher than 0,232, as well as the value of critical value (> CR) which is 0,30. In term of identifying the indicator on the Trust, it is being already valid. According to Table 4.2 shows the whole items of questions for the variable. As the results X4.1 to X4.5 variables, the value of R is higher than 0,232, as well as the value of critical value (> CR) which is 0,30. In term of identifying the indicator on the promotion, it is being already valid. According to Table 4.2 shows the whole items of questions for the variable. As the results Y1.1 to Y1.5 variables, the value of R is higher than 0,232, as well as the value of critical value (> CR) which is 0,30. In term of identifying the indicator on the Consumer online decision, it is being already valid.

According to reliability test results shown in Table 2, all variables in this study measure a reliable value. This is in shown in Cronbach Alpha value is generated each variable is above the critical value. The value must above 0.60 that indicates reliable test for research instrument.

Multiple Linear Regression Analysis

The following table which is Table 3, is a summary of the table of Summary Models, table of Coefficients, and table of ANOVA.

Table 3. Multiple Regression Test

Model	Unstandardized Coefficients (B)	Std. Error (SE)	t count	Sig. t
Need for achievement (X1)	,241	,142	3,969	,000
Need for affiliation (X2)	,393	,135	4,004	,000
Need for autonomy (X3)	,040	,104	2,937	,001
Need for domination (X4)	,002	,104	2,564	,012
Contanta (a)	= 8,633		t table	= 1,664
Multiple R (r)	= 0,467		F count	= 3,834
R Square	= 0,218		F table	= 2,718
n	= 60		Sig. F	= 0,008

(Source: Processed Data, 2018)

Based on Table 3. can be written in the form of regression equation Coefficients Standardized forms obtained by the following equation:

$$Y = 8,633 + 0,241 X_1 + 0,393 X_2 + 0,040 X_3 + 0,002 X_4 + e$$

Desc:

X1 = Need for achievement

X2 = Need for affiliation

X3 = Need for autonomy

X4 = Need for domination

Y = Motivation become women entrepreneur

The regression equation can be explained as follows :

1. Constanta value is 8,633 which means that if variable need for achievement, need for affiliation, need for autonomy, and need for domination constant or not change, than motivation become women entrepreneur value is 8,633.
2. The regression coefficient value of need for achievement is 0,241 which means if need for achievement variable increased 1 scale, than motivation become women entrepreneur will increase 0,241.
3. The regression coefficient value of need for affiliation is 0,393 which means if need for affiliation variable increased 1 scale, than motivation become women entrepreneur will increase 0,393.
4. The regression coefficient value of need for autonomy is 0,040 which means if need for autonomy variable increased 1 scale, than motivation become women entrepreneur will increase 0,040.
5. The regression coefficient value of need for domination is 0,002 which means if need for domination variable increased 1 scale, than motivation become women entrepreneur will increase 0,002.

Correlation Coefficient and Determination Coefficient Test Results

The correlation of need for achievement, need for affiliation, need for autonomy, and need for domination to motivation become woman entrepreneur can be seen via the correlation coefficient. If the correlation coefficient R (multiple R) is 0,467 which means that need for achievement, need for affiliation, need for autonomy, and need for domination have strong positive effect to motivation become woman entrepreneur. Coefficient of Determination results, or R square (r^2) is 0,218 which means that motivation become woman entrepreneur influenced by need for achievement, need for affiliation, need for autonomy, and need for domination with value 21,8% or 0.218, and 78,2% or 0,782 influenced by other variables or causes outside this model of this research.

Hypotesis Testing

Hypothesis testing F Test performed to test the significance of the relationship between independent variables and the dependent overall variable. The test results obtained at Table 3:

F-test was conducted to determine the effect of convinience, e-word of mouth communication, trust, and promotion on consumer online decision variables, to test the hypothesis . The test is done by comparing the calculation results with a significant level of significance level of 0.05 (5 %) with the following criteria:

- If $F_{count}(\text{sig}) \geq \alpha 0,05$ then H_0 accept and H_a refuse
- If $F_{count}(\text{sig}) < \alpha 0,05$ then H_0 refuse and H_a accept

The test results for the overall regression model variables indicate the value of F count = 3,834 with 0.008 significance value. By using the 0.05 limit (5%). The results found that the significance value less than 0.05 (<5 per cent). With the direction of the positive coefficients , thus found that the hypothesis that the variable need for achievement, need for affiliation, need for autonomy, and need for domination simultaneously have a significant effect on motivation become entrepreneur is accepted or proven .

Based on the results of hypothesis testing in particular the model of the research, especially in F Test, consist about model test or simultaneously impact of independend variable to dependend variable found that the research model consisting of need for achievement, need for affiliation, need for autonomy, and need for domination have a positive and significant influence on motivation become woman entrepreneur. This model applies in this research.

To see the partial effect of need for achievement, need for affiliation, need for autonomy, and need for domination variables, can be seen in Table 3.

T test is done to see presence / absence of the influence of need for achievement, need for affiliation, need for autonomy, and need for domination on motivation become woman entrepreneur in Sam Ratulangi University students. T test can be performed by using the criteria of hypothesis testing:

- If $t_{count} \leq t_{table} (\alpha = 0,05)$, than H_0 accept and H_a reject.
- If $t_{count} > t_{table} (\alpha = 0,05)$, than H_0 reject and H_a accept.

Based on Table 3:

1. Need for achievement t count 3,969 > t table 1,664, thereby H_a accepted, and reject H_0 who claim there is no influence of Need for achievement to motivation to become woman entrepreneur. Thus the second

- hypothesis which states there is influence of need for achievement to motivation to become woman entrepreneur is accepted or proven.
2. Need for affiliation t count 4,004 > t table 1,664, thereby H_a accepted, and reject H_o who claim there is no influence of Need for affiliation to motivation to become woman entrepreneur. Thus the third hypothesis which states there is influence of Need for affiliation to motivation to become woman entrepreneur is accepted or proven.
 3. Need for autonomy, t count 2,937 > t table 1,664, thereby H_a accepted, and reject H_o who claim there is no influence of Need for autonomy to motivation to become woman entrepreneur. Thus the fourth hypothesis which states there is influence of Need for autonomy to motivation to become woman entrepreneur is accepted or proven.
 4. Need for domination, t count 2,564 > t table 1,664, thereby H_a accepted, and reject H_o who claim there is no Need for domination to motivation to become woman entrepreneur. Thus the fifth hypothesis which states there is influence of Need for domination to motivation to become woman entrepreneur is accepted or proven.

Discussion

In Indonesia, based on data available from the State Ministry of Cooperative and SME, as January 2015, total number of entrepreneurs is 1.65 percent of the country's total population of 253.61 million people, which is the lowest in comparison with many other countries in Asia and in the United States of America (USA). With respect to women entrepreneurs, despite studies and national data on entrepreneurship development by gender in Indonesia are limited, available evidence suggests that the development of women as business owners/managers in the country shares the same features as women's entrepreneurship development in many other developing countries. As stated in e.g. Tambunan (2015), in Indonesia women are many times less likely than men to own businesses, especially in large size with many employees.

It is estimated that women entrepreneurs operate approximately one third of firms in the formal sector. The huge number of women in Indonesia becomes a very potential source of entrepreneurs that may lead to greater contribution to the Indonesian economy. This phenomenon is relatively similar around the world, the data showed that there are about 30% of women entrepreneurs in Indonesia, 32% in Korea, 34 % in the Philippines, 38% in the United States (APEC, 1999). Different countries may have different levels of women entrepreneurs' involvement, owing to the impact of their different cultures. Women entrepreneurs contribute significantly to the success of SMEs in Indonesia. However, even before becoming an entrepreneur, women face abundant challenges in some areas, such as culture resistance to accepting them as taking an active role in business. They also face other challenges when starting up a business. Moreover, the scarce availability of reliable and valid data is one of the challenges to understanding women entrepreneurship. Thus, the exploration of women entrepreneurship is encouraged.

This fact was also confirmed by Shinta Widjaja Kamdani, the founder of Global Entrepreneurship Program Indonesia (GEPI) that the number of women as entrepreneurs in Indonesia is much less than men. According to her, as quoted from ANTARA News.Com accessed online in 2011 the year when GEPI was formerly established (<http://www.antaranews.com/en/news/89197/gepi-hopes-number-of-indonesian-female-entrepreneurs-up>), the gap between male entrepreneurs and female entrepreneur was in the range of 30 per cent in the last decade. In 2000 the gap was improved slightly to 26 per cent, but in 2002 it widen again to about 36 per cent. In 2004 the gap was 37 per cent, in 2006 38 per cent, in 2008 32 per cent and in 2010 it was around 34 per cent. Unfortunately, GEPI does not provide more recent information on the gap between women and men entrepreneurs. International Labor Organization (ILO) provides regularly key Indicators of the labor market in almost all countries in the world, including data on employers by gender. It refers employers as those workers who, working on their own account or with one or a few partners, hold the type of jobs defined as a "self-employment jobs", i.e. jobs where the remuneration is directly dependent upon the profits derived from the goods and services produced), and, in this capacity, have engaged, on a on a continuous basis, one or more persons to work for them as employee(s). Based on this indicator, the percentage of women as employers in Indonesia is very low, except in 2013, which suggests that the level of women involved as entrepreneurs has been increased significantly from only around 1.3 per cent in 2009 to almost 13 per cent of total employers in the country. While, those who are considered as own-account workers, the percentage is much higher although declined overtime from around 31 per cent in 2001 to 16.6 per cent in 2013.

Other two sources also show the same features about the development of women entrepreneurs in Indonesia. First, data from World Bank's Enterprise Survey show that in Indonesia firms with women top

managers are 31.2 per cent of total firms, and percentage of firms with female participation in ownership (average reported by surveyed firms) are 42.8 (<https://www.enterprisesurveys.org/data>). Second, the special report 2015 from the GEM, conducted by the International Development Research Centre (IDRC), which shows that in Indonesia women intentions to start an own business is lower compared to men (i.e. around 30 per cent against 34 per cent for men). In Southeast Asian region, entrepreneurship intention of women in Indonesia is higher than those in Malaysia, Thailand and Vietnam, but much lower than those in the Philippines (GEM, 2015).

Based on employment data from the annual National Labor Force Survey (SAKERNAS) from the Indonesian National Statistics Agency (BPS), which provides data on total population aged 15 years old and beyond by status of main work and gender, total number of women not as employees but working alone (self-employment) or running their own businesses without wage-paid workers in Indonesia is lower than their male counterpart. In May 2013 there were only 0.85 million women having their own businesses compared to 3.41million men, and in February 2014 around 0.77 million women against 3.38 million men. Either in percentage of total working population (aged 15 and beyond) or total employment, the share of women as self-employment or having own businesses with or without hiring workers in Indonesia is much lower than that of male entrepreneurs. As a percentage of total working population, the ratio as by May 2013 was 4.83 per cent for male and only 1.95 per cent for female, and in February 2014 it changed slightly to 4.65 per cent for male against female 1.69 per cent. With respect to total employment, the ratio in 1990 was 54.7 per cent and 30.5 per cent for respectively male and female, and in 2015, 41 per cent and 30.7 per cent, respectively. This low rate of women participation as business owners than is also found in all economic sectors. For instance, in the manufacturing industry, more than half of total MSEs are owned by male, although the ratios between female and male vary by year

The motivations of women to be entrepreneurs are varied. Generally, there is no substantial difference between men's motivation and women's motivation to start their business. There are several motivation according to David McClelland which are: need for achievement, need for affiliation, need for autonomy and need for dominance.

CONCLUSION AND RECOMMENDATION

Conclusion

Conclulsion of this research are:

1. Based on the results of hypothesis testing in particular the model of the research found that the research model consisting of: need for achievement, need for affiliation, need for autonomy, and need for domination has a positive and significant influence on motivation to become woman entrepreneur. This model applies in this research.
2. Based on the results of hypothesis testing found that need for achievement has significant and positive impact on motivation to become woman entrepreneur in this research. Need for achievement has the second highest impact variable that influence motivation to become woman entrepreneur comparing to other variable.
3. Based on the results of hypothesis testing found that need for affiliation has significant and positive impact on motivation to become woman entrepreneur in this research. Need for affiliation has the highest impact variable that influence motivation to become woman entrepreneur comparing to other variable.
4. Based on the results of hypothesis testing found that need for autonomy has significant and positive impact on motivation to become woman entrepreneur in this research. Need for autonomy has the third highest impact variable that influence motivation to become woman entrepreneur comparing to other variable.
5. Based on the results of hypothesis testing found that need for domination has significant and positive impact on motivation to become woman entrepreneur in this research. Need for domination has the last variable or the fourth variable that that influence motivation to become woman entrepreneur comparing to other variable.

Recommendation

Conclulsion of this research are:

1. For women who are interested in becoming entrepreneurs, they must pay attention to various things that can motivate themselves to become entrepreneurs, including need for achievement, need for autonomy, need for autonomy and need for need for domination.

2. The government and related parties in encouraging gender-based entrepreneurs or women to become new entrepreneurs must pay attention to the findings of this research where it is necessary to encourage motivation to become entrepreneurs among women, namely need for achievement, need for affiliation, need for autonomy and need for need for domination.
3. Other researchers who are interested in research on female entrepreneurs need to pay attention to these findings by replicating or developing the results of research or findings of this research in other places such as on other objects or locations and with the same variables or by adding different variables. In addition, it can also use qualitative methods or use quantitative methods.

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