

**THE ROLE OF MOTIVATION IN THE ENTREPRENEURSHIP:
A CASE STUDY OF WOMEN ENTREPRENEURS IN SURABAYA**

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Abstract

In business organization and other institution, men dominance as leader is very strong though women have the equal competence compared to men. Recently, many women are able to become business leader in Indonesia. In addition, men and women have equal opportunity and women are not inferior in capabilities to men to become entrepreneurs. However, the number of women entrepreneur, however, are still limited comparing to men entrepreneur. Due to the fact that the role of entrepreneurship in the national economy is very important as it contributes positive impact on the dynamics of the economy, entrepreneurship need to be developed. Women in Indonesia should be encouraged to contribute in the national economy through entrepreneurship. In regard to these facts, a primary issue in this study is: the role of motivation in the entrepreneurship of women entrepreneur. The scope of this research takes place in Surabaya. This study was designed as qualitative research based on case –study, because this model was best used to identify the issues that are being discussed. Research instrument used in-depth interviews. The analysis of qualitative data was done interactively and continues over time until complete as the data saturated. Result indicates that women entrepreneurs in this study have motivation based on opportunity in practicing entrepreneurship. This motivation role in the entrepreneurship is by encouraging them to start business, create innovation to build business competitive advantage.

Keywords: character of entrepreneurship, women entrepreneur, role of entrepreneurship