

**Studi Tentang Hubungan Antara Tujuan Personal dan Faktor Struktural yang
Mempengaruhi Wanita Pengusaha Ketika Membuka Usaha.
(studi kasus: Wanita pengusaha di kota Padang)**

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Abstract

This research is aimed to observe dan develop relation between women entrepreneur personal objective and how they intrepet structural factors which influence business start up. Nine women entrepreneurs have been interviewed to observe that relation. Based on research finding, it can be concluded that there three personal objectives that motivated women entrepreneur when starting a business venture, those are: freedom seeker, security seeker and satisfaction seeker. Structural factor that mostly influence to the decision of women to start a business are fund, family support, dan skills related to business. Other factors, eventhough give impact but not as much as those three factors.