"FACTORS THAT INFLUENCE WOMEN ENTREPRENEUR BECOME SUCCESSFUL IN KAJANG, SELANGOR (MALAYSIA)"

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ABSTRACT

The purpose of this research to explored the successful factor among women entrepreneurs in Malaysia which is focused at Kajang, Selangor. Whether education, management skills and motivation are the factors that influence women entrepreneur become successful. Quantitative data were collected via a questionnaire distributed amongst the women entrepreneur in Kajang city. The objectives of this research are to indicate the relationship between all independent variables and dependent variable. A total of 150 women entrepreneurs completed the questionnaires. The result shows that education, management skills and motivation has a positive correlation with successful of women entrepreneur in Kajang, Selangor. The data collected was proceed by using Statistical Package for Social Science (SPSS) software was used to test the reliability of the data, to provide frequency distribution, descriptive statistic and Pearson correlation analysis for each of the variables. By using this data, it will get an accurate data analysis to conducts for a further result.