

**Key influencing factors on entrepreneurial motivation  
among women entrepreneurs**

**Abstract**

The aim of this study is to investigate the key determinants on entrepreneurial motivation among women entrepreneurs particularly in Sabah, Malaysia. This study focuses on two personality factors in studying the motivation among women entrepreneurs. These two key personality factors were need for achievement and self-efficacy. Structured questionnaire instrument was used in this study. The respondents of this study are 400 women entrepreneurs located around Kota Kinabalu, Sabah. Based on the results and findings of this study, the result showed that only need for achievement has a relationship with entrepreneurial motivation among women entrepreneurs in Sabah. The findings of this study revealed the importance of need for achievement and its role in promoting an entrepreneurial motivation among women entrepreneurs. With this information, the government can develop appropriate entrepreneurial programs, which highlight the need for achievement in an effort to promote an entrepreneurial motivation among women entrepreneurs.