

## **Work Motivation Between Women Entrepreneurs And Female Employees In Surabaya**

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### ***Abstract***

Nowadays, the phenomena shows that the increasing of women employees and women entrepreneurs increase significantly. They entered in various kinds of sectors including florist, banking, handicraft, beauty clinic, event organizer, education and garment. Both of those have differences in work motivation. The purpose of this research is to prove the differences of work motivation between those women categories. This research applied the quantitative and qualitative approach. Quota sampling was use in this research due to unidentified respondent available and data collection was done by using questionnaire designed in Semantic Differential's Scale. The result of this research showed that work motivation between women entrepreneur and female employees in Surabaya different significantly. The other result shows that there are no differences between women entrepreneur and women employees in esteem element.

*Key Words: work motivation, women entrepreneurs, and women employees.*