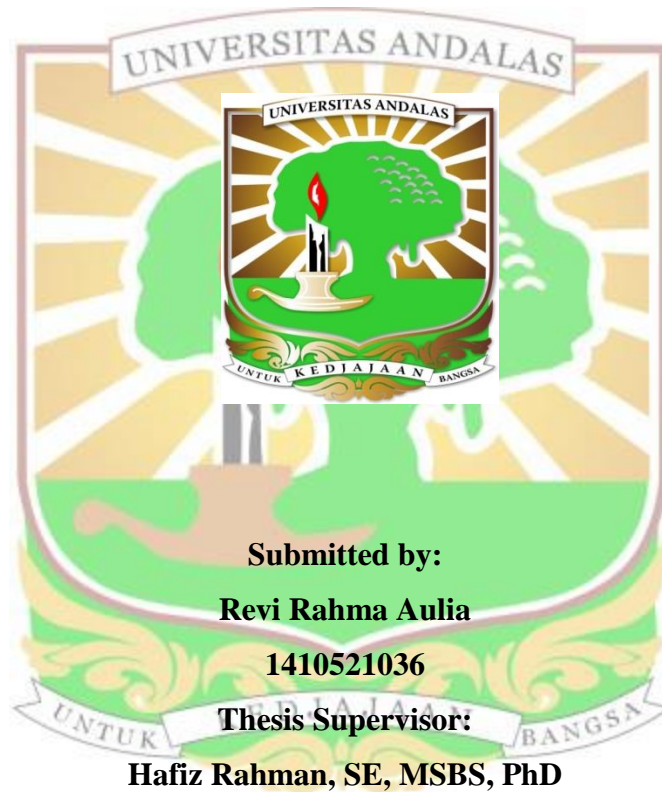


**THE INFLUENCE OF PSYCHO-ECONOMIC PHENOMENON
TO THE ENTREPRENEURIAL FAILURE
(CASE ON NASCENT ENTREPRENEURS IN TANAH DATAR)**

THESIS

Thesis is submitted as Partial Fulfillment of the Requirement for a Bachelor Degree in
International Management Department – Faculty of Economic



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**THE INFLUENCE OF PSYCHO-ECONOMIC PHENOMENON TO THE
ENTREPRENEURIAL FAILURE
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*Bachelor Thesis By: Revi Rahma Aulia
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ABSTRACT

The research has the purpose to analyze the influence of psycho-economic phenomenon to the entrepreneurial failure case on nascent entrepreneurs in Tanah Datar. The data obtained through questionnaire, and sample were drawn from 100 respondents. The data analyzed by using SPSS 21.0. In this research there are two variables, those are dependent variable which is entrepreneurial failure, and the independent variable which is psycho-economic phenomenon divided into 3 factors: deterministic, voluntaristic and emotive. The findings indicated that deterministic factor has a positive influence and significant to the nascent entrepreneurial failure, voluntaristic factor has a negative influence but significant to the nascent entrepreneurial failure, emotive factor has a negative influence and insignificant to the nascent entrepreneurial failure, and deterministic factor, voluntaristic factor and emotive factor simultaneously influence the nascent entrepreneurial failure.

Keywords: entrepreneurial failure, nascent entrepreneurs, psycho-economic phenomenon, deterministic factor, voluntaristic factor, emotive factor.

This thesis already examined and passed on May 6th, 2018. This abstract already approved by supervisor and examiners:

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