

**THE INFLUENCE OF NARCISSISM ON
ENTREPRENEURIAL FAILURE MEDIATED BY
ENTREPRENEURIAL LEARNING FROM FAILURE**

(The Study on Nascent Entrepreneurs in Padang)

THESIS

Proposed as One of the Requirement to Achieve the Bachelor Degree on Bachelor
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University



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MEDIATED BY ENTREPRENEURIAL LEARNING FROM FAILURE
(THE STUDY ON NASCENT ENTREPRENEURS IN PADANG)**

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ABSTRACT

Entrepreneurial failure is one of the important aspect in the process of entrepreneurship. In fact, the number of entrepreneurs who failed in business are more than the one who success. Entrepreneurs who success in the business have experienced several failures before achieve their success. Knowledge regarding failure will help entrepreneurs to be more prepared in their next business. The causes of the failure usually only focus on the external factors, this study will focus on internal factors as the causes of the failure specifically on narcissism as personality inside entrepreneur as individual. In digitalization era, people are using social media almost everytime and everywhere. The activities and behaviours toward social media are related to narcissistic behaviour. This trait is believed to have role on the entrepreneurial activities. The objective of this study is to explore the influence of narcissism as personality on entrepreneurial performance specifically entrepreneurial failure while mediated by entrepreneurial learning from failure. This study focuses on the psychological constructs inside narcissistic entrepreneurs that can influence entrepreneurs to learn from their past failure and can lead them to failure/success in their next business. This study reveals that narcissism affects the entrepreneurial failure negatively while mediated by entrepreneurial learning from failure. It indicates that the higher narcissism personality that entrepreneurs have, the less they will learn in their business and will lead them to another failure.

Keywords: *Entrepreneurial Failure, Entrepreneurial Performance, Learning from Entrepreneurial Failure Narcissism, Narcissistic Personality, Narcissistic Entrepreneurs.*

This thesis already examined and passed on January, 7th 2020. This abstract already approved by supervisor and examiners:

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