

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Research Conclusion

The aim of this study is to discover about the relationship between the constructs which are narcissism, entrepreneurial learning from failure and entrepreneurial failure. This study concerns about narcissism traits of nascent entrepreneurs in Padang and how this variable influences entrepreneurial failure while mediated by entrepreneurial learning from failure. The researcher uses primary data by distributing 170 questionnaires to nascent entrepreneurs in Padang from different types of business/industry. There are four hypotheses development in this study. After conducting test in Smart PLS 3.28, the four hypothesis can be concluded as follows :

1. According to the result of this study, narcissism indeed inhibits entrepreneurial learning from failure. This study shows the downside of narcissistic personality where highly narcissistic entrepreneurs will learn less than the entrepreneurs who are less narcissistic.
2. The more narcissistic entrepreneurs learn from their failure in business, the more it leads them to another failure. This study shows that even if the entrepreneurs have experienced failure or learning, the narcissists will not acknowledge that because of the typical nature of narcissistic individual.
3. Based on the result of this study, narcissism doesn't give any direct impacts to performance of entrepreneurship.

4. Highly narcissistic entrepreneurs will lead their business to another failure when mediated by entrepreneurial learning from failure. This study shows that entrepreneurs as narcissistic individuals use entrepreneurship as the way to be narcissists. It offers an insight about the downside of narcissists restarting, they may learn less from past business failures, but they might have great intention to restart which can bring them to another failure.

5.2 Research Implication

This study has some implications that can be used to improve the understanding about entrepreneurship.

As narcissism inhibits entrepreneurs to learn from their past failure, the entrepreneurs should maintain their narcissistic behaviour in order to learn more from their previous failure especially for nascent entrepreneurs. As narcissistic entrepreneurs have grandiose of self importance, they become less sensitive about their environment and people. Thus, entrepreneurs should control their behaviour to be more sensitive with their environment, employees and business. So that, they will learn from the previous mistake that they make not only for their individual importance but also their business as a whole.

Learning can bring entrepreneurs to another failure. In this study, narcissistic entrepreneurs will not admit the learning and failure that they have experienced due to the typical nature of narcissistic individual. For entrepreneurs, entrepreneurs should maintain their narcissistic personality. By knowing how the characteristics of narcissistic person, entrepreneurs can prevent to think and act

like narcissistic person such as they think that they are perfect person. So that, entrepreneurs will recognize their failure and learning in order to be more capable and prepared for the their next business and will lead them to their success.

Narcissism only can impact entrepreneurial performance when mediated by learning from failure. The negative influences that narcissism has on entrepreneurial failure makes entrepreneurs have to give more attention in maintaining their behaviour and personality regarding to narcissism. Narcissism can motivate entrepreneurs to restart the business again after failure even with less learning from the past failure. In this context, nascent entrepreneurs in Padang mostly move from one of MSEMs to another MSEMs. Even if narcissistic entrepreneurs will start the business again, without well preparation it can bring the business into failure again. So that, entrepreneurs should put attention on their narcissistic personality in order to prevent another failure.

5.3 Research Limitation

The researcher found several limitations when conducting the research which are as follows:

1. The research has limitation due to the bias response by the respondents.
Some of the respondents do not know about condition of their businesses are included in this study or not such as when consider about if their businesses fail or not.
2. Another limitation is the availability of owners of the business, where most of the owners might not be available or willing to be asked for a survey.

3. The research only looking at three variables which uses entrepreneurial failure, narcissism, and entrepreneurial learning from failure. The limitation is that there are not many previous research that discuss this specific topic together, therefore the researcher needs to compile several past research findings in order to formulate the hypothesis of the study.
4. Not all the distributed questionnaires can be processed in this research. The questionnaires that distributed are 170 units, only 150 units can be processed.

5.4 Research Recommendation

1. For the next researcher who is interested in conducting similar research, it can be suggested to use a brief explanation about the variables in the questionnaires which would be confusing by the owners of the business or researcher needs to provide assistance to the respondents when filling the questionnaires.
2. The next researcher can conduct research in other part of Sumatera and Indonesia. This can help to enrich the knowledge and the understanding of entrepreneurship topics according to this research.
3. For future research can conduct other variables as entrepreneurial failure can also be explained by another variables in term of psychological factors of entrepreneurs.

