

THE INFLUENCE OF ENTREPRENEURIAL PROSOCIAL MOTIVATION ON THE FEAR OF FAILURE

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THE INFLUENCE OF ENTREPRENEURIAL PROSOCIAL MOTIVATION ON THE FEAR OF FAILURE

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Abstract—Business effort will be distracted by the one's fear of failure because this fearness can make the entrepreneur hesitant to start a business or run a business. So, this fear¹⁶ need to be controlled by the entrepreneur. This study aims to examine the influence of entrepreneurial prosocial motivation on the fear of failure that consist of fear of important others losing their interest, fear of devaluing one's self estimate, fear of shame and embarrassment, fear of upsetting important others. This study test whether the motivation can control the fear of failure. The sample of this research are 236 housewives in Kabupaten Banyumas, Indonesia. The study implies that ³entrepreneurial prosocial motivation can decrease fear of devaluing one's self estimate, fear of shame and embarrassment but not decrease fear of important others losing interest as well as fear of upsetting important others.

Keywords—prosocial motivation, fear of important others losing their interest, fear of devaluing one's self estimate, fear of shame and embarrassment, fear of upsetting important others

I. INTRODUCTION

Many factors influence the successful entrepreneur. But there some factor¹¹ can inhibit the run of business. Some of them are the fear of failure. Fear of failure refers to individual's perception of evaluative situation for potential failures in achieving goals [1]. Fear of failure inhibit individuals to start of business. It because business have an uncertainty of nature and have a risk [2]. Fear of failure negatively affect achievement motivation [3], makes individual hesitant to make decisions to explore his/her business opportunity [4], and inhibit individual to start of business [5]. Considering the impact of fear of failure, entrepreneurs need to control this feeling and perception in order to not inhibit to achieve their goals getting many success⁵ businesses.

There are five dimensions¹ of entrepreneurial fear of failure. The dimensions are fear of important others losing interest, fear of devaluing one's self estimate, fear of shame and embarrassment, fear of uncertain future, and fear of upsetting important others [6]. This

study focuses on four dimensions, which is fear of important others losing their interest, fear of devaluing one's self estimate, fear of shame and embarrassment, fear of upsetting important others.

As the important of controlling the fear of failures, entrepreneurs need to know the factors that can influence¹⁵ the fear of failure. This study proposes about the effect of entrepreneurial prosocial motivation on the four dimension⁸ of the fear of failure. Prosocial motivation is a desire to give a positive contribution to other people or social community [7] or to increase social well-being [8]. Prosocial motivation can generate many aspects of creativity [9][10]. Prosocial motivation also can stimulate social innovation [11]. These impacts indicate that prosocial motivation have a positive energy and spirit for entrepreneur to take an active action. So, these theories provide fundamental basis for this research to propose that entrepreneur²⁰ prosocial motivation can control the dimensions of fear of failure.

II. LITERATURE REVIEW

A. The Fear of Failure

Individuals with fear of failure tend to averse the risk that embedded to creating a new business. So, it feelings inhibit entrepreneur² entry [12]. Based on Conroy and Elliot's concept, fear of failure is a natural tendency to experience apprehension and anxiety toward situation related to negative consequences [13].

Fear of failure have five dimensions. They fear of important others losing interest, fear of devaluing one's self estimate, fear of shame and embarrassment, fear of uncertain future, and fear of upsetting important others [6]. It important to understand fully about the¹⁴ antecedent that influence of the five-dimension fear of failure.

B. The Effect of Entrepreneurial Prosocial Motivation on Fear of Failure

Basic perspective of prosocial motivation is desire to help. This perspective results the feel of joy and pleasure. It also makes individual feel worth [11]. Prosocial motivation makes a pleasure, so it intrinsically drives sustained activity [14].

Pleasure and joy that are embedded in prosocial motivation will control the anxiety and apprehension

feeling of fear of failure. Sense of arousal that arise with that motivation can diminish those fears. Based on the theory, this study proposes four hypotheses,
H1: Entrepreneurial prosocial motivation negatively influences fear of important others losing their interest
H2: Entrepreneurial prosocial motivation negatively influences fear of devaluing one's self estimate
H3: Entrepreneurial prosocial motivation negatively influences fear of shame and embarrassment
H4: Entrepreneurial prosocial motivation negatively influences fear of upsetting important others.

III. RESEARCH METHODS

A. Sample

This study used convenience sampling method. There are 236 housewives for the respondents. This

TABLE I. REGRESSION ANALYSES

	Fear of important others losing interest		Fear of devaluing one's self estimate		Fear of shame and embarrassment		Fear of upsetting important others	
	β_1	Sig.	β_2	Sig.	β_3	Sig.	β_4	Sig.
Prosocial Motivation	-0.066	0.315	-0.173	0.008	-0.151	0.020	-0.105	0.108

This study result that entrepreneurial prosocial motivation negatively influence fear of devaluing one's self estimate ($\beta_2 = -0.173$ & Sig. = 0.008). Hypotheses 2 is supported. Prosocial motivation diminishes fear of devaluing one's self estimate. The same result for the effect on fear of shame and embarrassment. Entrepreneurial prosocial motivation negatively influences fear of shame and embarrassment ($\beta_3 = -0.151$ & Sig. = 0.020). Hypotheses 3 is supported. There are different results for Hypotheses 1 and Hypotheses 4. Hypotheses 1 and Hypotheses 4 are not supported. Entrepreneurial prosocial motivation negatively influences fear of important others losing interest ($\beta_1 = -0.066$ & Sig. = 0.315) and upsetting important others ($\beta_4 = -0.105$ & Sig. = 0.108).

V. DISCUSSION

This study shows that entrepreneurial prosocial motivation influence on the fear of devaluing one's self estimate and shame and embarrassment, but not influence on fear of important others losing interest and upsetting important others. It means that the joy and positive feeling in prosocial motivation just diminish fear of devaluing one's self estimate and shame and embarrassment. The thought that entrepreneurs have delivered positive impact toward social community or others can control the negative feeling about valuing them self. When the failure happened, they do not blame them self, they still value they are worth because they have taken effort to help others or community. Unfortunately, the motivation does not have an effect on fear of important other losing interest and upsetting

study collects the data by distributing online questionnaires.

B. Measure

- The fear of failures are measured by instruments that developed by D. E. Conroy, J. P. Willow, & J. N. Metzler (2002) [6].
- The Entrepreneurial prosocial motivation is measured by instrument that adapted from self-regulation scales developed by R.M. Ryan and J.P. Connell (1989) [15].

IV. RESULT

Table 1. shows about regression analyses for testing hypotheses.

important other. They still have perception that if they fail, they can lose interest from important people or upsetting important people. Because of the motivation that they work hard for other people, so, other's evaluation about them self is important. It because it is related to the trust of other people and their credibility. Entrepreneur have a fear that the failures lead to decrease their credibility and losing other's trust after they have tried hard for running the business.

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