

ABSTRACT

Startups contribute significantly to the Gross Domestic Product (GDP) through the digital economy. However, behind this substantial contribution, many startups still face failures. This research aims to analyze the determining factors of startup success by sampling 102 startups under the Indonesian Creative Industry Society of Information Technology and Communication (MIKTI) through a questionnaire. Subsequently, path model creation and estimation are carried out with the assistance of SmartPLS 3.2.9 software. Following that, two evaluation processes, namely the measurement model and structural model, are conducted. Next, a analysis of success factors is performed using the Structural Equation Modeling (SEM) method, combined with the Analytical Hierarchy Process (AHP) for decision-making in selecting appropriate strategies to enhance startup success. The research results indicate that there are four influencing factors on startup success: continuously growth revenue, flexibility, funds availability, and network capability. Among these factors, funds availability has the highest path coefficient, thus being selected for further analysis in the formulation of proposed strategies to achieve startup success. In the formulation of proposed success strategies for startups, the factor of funds availability, which is the most significant factor influencing startup success, needs to consider a supporting factor, namely network behavior, which significantly affects funds availability. Indicators within the network behavior factor are taken into consideration in building appropriate alternative strategies for startups to achieve success. Subsequently, further research is needed to analyze the feasibility of proposed strategies that take into account funds availability supported by network behavior factors before implementation in startups.