ABSTRACT

A startup that can achieve several indicators of success is called startup success. To achieve this success, startup founders must understand what will be the key to success. Knowing what causes startup success is very useful as a way to predict what will happen in the future. This information can be used to analyze what components will contribute to startup success.

The main objective of this study is to analyze the factors that affect startup success with 11 determinants of digital start-up success obtained from the literature to be analyzed, namely: synergy, product, process, managerial innovation, communication, culture, experience, information technology, innovation skills, functional skills, implementation skills.

This study uses a qualitative method and analyzes primary data through this study uses a qualitative method and analyzes primary data through direct interviews with 3 startup owners registered in the Amoeba digital incubator, namely the Ciamic startup, the Eventeer startup, and the Scala startup, as well as 1 CMO from the digital Amoeba. And 1 startup expertise from external parties. The data from the interview in the form of audio will be converted into text or commonly called verbatim transcription. Furthermore, a data credibility test was carried out by conducting triangulation to achieve data validity and reliability. Next, a confirmability test was carried out with member checking.

The results of the study show that team collaboration and synergy, as well as product development in accordance with market needs, are the main factors that support success. Efficient business processes, effective communication, and good innovation management also play an important role. While information technology, innovation skills, and experience are also relevant, they serve more as supporting factors. Meanwhile, functional skills, work culture, and implementation skills play a smaller but still important role in the overall context.

Keywords: *key success factors, startup, synergy, product, process, managerial innovation, communication, culture, experience, information technology, innovation skills, functional skills, implementation skills*