

ABSTRACT

The construction services business plays a strategic role in supporting infrastructure development and economic growth in Indonesia. In recent years, this sector has experienced significant growth in line with increased government and private investment in strategic projects. Contractors contribute to improving the quality of life by executing projects that enhance regional connectivity and access to basic services.

This study aims to validate the business model innovation of CV. Awalia Karyatama in its construction worker monitoring services through three key aspects: desirability, viability, and feasibility. A qualitative method was employed using interviews with Partner Clients, Prospective Clients, and the Operational Director, as well as conducting observations, and documentation, along with a case study approach to deeply understand the validation process. The results show that in terms of desirability, customers are interested in the convenience offered by the service. In terms of viability, the service price is considered appropriate for the benefits provided, supporting the validity of revenue streams. From the feasibility aspect, the ordering system and project execution run smoothly.

The study concludes that the business model of CV. Awalia Karyatama is feasible for further development, with recommendations to retain potential customers, clarify service value, and optimize digital marketing to expand market reach and competitiveness. Academically, future research is encouraged to incorporate quantitative methods and broaden the study scope to achieve more objective and comprehensive results. Practically, CV. Awalia Karyatama is advised to expand its transparent renovation services, strengthen the monitoring system, and optimize digital promotion and operational management to enhance customer trust and satisfaction.

Keywords: *Business Model Validation, Business Model, Service Development, Business Idea Testing.*